

2025



Missouri Slope Areawide United Way Corporate Sponsorship Opportunities



Why be a Sponsor of United Way?

Every day, Missouri Slope Areawide United Way drives change to address our community's top needs. Your sponsorship helps us continue to work closely with our partners to impact the lives of our most vulnerable neighbors.

Sponsoring a United Way event or initiative is a smart way to highlight your business' commitment to our region. Sponsors receive brand recognition on marketing materials, event collateral, emails, press releases and social media posts. This exposure lets tens of thousands of Bismarck-Mandan households know that your company creates pathways to a better future for local children and families. Packages vary to meet any budget.

MSA United Way's 2025 Events at a Glance



- » Annual Book Drive: April 7 - 11, 2025
- » May Day Baskets/Book Bundles: May 1, 2025
- » Annual Online Auction: May 9 - 18, 2025
- » Women United's Little Black Dress Campaign: May 12-15, 2025
- » Little Black Dress Social: May 15, 2025
- » Community Baby Shower/Diaper Drive: June 18, 2025
- » Crosstown Brewdown: July 31, 2025
- » Day of Caring: August 13, 2025
- » Walk-A-Mile in My Shoes: November 18, 2025
 - Hunger and Homelessness Awareness Week: November 17-25, 2025
- » Annual Luncheon and Meeting: February 2026 (TBD)

YEARLY SPONSORSHIP LEVELS

A yearly sponsorship is a great option to highlight your business's support of United Way at all events.

Premiere Sponsor - \$7,500

Premiere Sponsors will receive:

Year-Round Benefits:

- One billboard featuring your business co-branded with LIVE UNITED and United Way promotion.
- LIVE UNITED radio ads for 4 weeks spotlighting the impact your company makes in partnership with MSA United Way.
- Company logo in:
 - Annual Report
 - MSA United Way's website & all social media outlets
 - Prominently displayed on PowerPoint*
- Recognition throughout the year
- 8 tickets to the Annual Meeting
- 8 tickets to Crosstown Brewdown
- Promoted in publicity materials such as event emails, press releases, newsletters, etc.

Presenting Sponsor - \$3,500

Presenting Sponsors will receive:

Year-Round Benefits:

- LIVE UNITED radio ads for 4 weeks spotlighting the impact your company makes in partnership with MSA United Way.
- Company logo in:
 - Annual Report
 - MSA United Way's website & social media outlets
 - Prominently displayed on PowerPoint*
- Recognition throughout the year
- 8 tickets to the Annual Meeting
- 4 tickets to Crosstown Brewdown
- Prominent recognition throughout the year
- Promoted in publicity materials such as event emails, press releases, newsletters, etc.

(*Note: Benefits apply when applicable)



MAIN EVENT DESCRIPTIONS

LITTLE BLACK DRESS POVERTY AWARENESS CAMPAIGN: MAY 12-15, 2025

Empowerment takes center stage as Women United leads the charge in our Little Black Dress Poverty Awareness Campaign. Throughout the week, more than 200 local leaders advocate for women and children by donating a black outfit and sharing social media posts, amplifying the call for action and solidarity.

CROSSTOWN BREWDOWN: JULY 31, 2025

Savor an evening of community spirit as local breweries and MSA United Way harmonize their talents with live music and a mouthwatering taco bar on the rooftop of Stonehome Brewing Company! Every contribution made during this event goes directly towards supporting the United Way Backpack Program, guaranteeing that children have nourishment to carry them through the weekends.

DAY OF CARING: AUGUST 13, 2025

Witness the power of unity as nearly 1,000 local volunteers converge to make a profound impact on our community. This remarkable event not only enriches lives but also saves the community a remarkable \$350,000 annually. Sponsors of this event have a unique opportunity to shine a spotlight on the importance of volunteerism, igniting a movement of compassion throughout the community.

ANNUAL LUNCHEON & MEETING: FEBRUARY 2026 (TBD)

Join us for this sold-out event as MSA United Way unveils the culmination of our 2025 Campaign fundraising efforts. These vital funds will bolster programs addressing critical issues such as health initiatives, hunger, poverty, education, and homelessness. Through the collective efforts of individuals, businesses, agencies, and community members in Bismarck and Mandan, we are forging a brighter future together.



Signature/Naming Rights Sponsor - \$10,000

(only 1 available for Day of Caring, Little Black Dress, Crosstown Brewdown and Annual Luncheon and Meeting)

- Name of event, "Sponsored by...." your business name.
 - A representative from your company will be allotted 2-3 minutes to speak about your company, and your support of United Way.*
 - Video interview with your company representative, facilitated by a United Way staff member, promoted and posted on MSA United Way's social media and your company tagged. *(Around time of event)*
 - One billboard featuring your business co-branded with United Way promotion. *Valued at \$1,920.*
 - LIVE UNITED radio ads spotlighting your employees and the impact the company makes in partnership with MSA United Way. *Valued at \$1,800*
 - Your company/name mention in TV & radio interviews.
 - Company logo and name listed in Annual Report.
 - Promoted in publicity materials such as mass emails, press releases, etc.
 - Company logo displayed on UW website, social media outlets, and prominently displayed on Powerpoint.*
- *For Annual Luncheon Only: Up to 16 tickets to event.*



Sample of sponsorship billboard

OTHER WAYS TO SUPPORT UNITED WAY

BILLBOARD SPONSOR - \$1,000

- One billboard featuring your business co-branded with LIVE UNITED and United Way promotion.
- Posted in Bismarck-Mandan for 30 days with company logo and United Way logo.
- Photo up to 2 employees in LIVE UNITED T-shirts.

MATCHING OPPORTUNITIES

- Giving Tuesday - December 2nd
- Giving Hearts Day - February 12th
- Both include: Media and social outlet mentions, video with representative, mention on all donor calls and thank you notes, website recognition, and mention on all mailings and email marketing
- Contact our office 701.255.3601 for information on this opportunity



EVENT SPECIFIC SPONSORSHIP LEVEL BENEFIT BREAKDOWN

Little Black Dress Campaign May 12 - May 15, 2025

This week-long event allows participants to donate their black outfit, help raise tens of thousands of dollars and share fun team photos on social media throughout the week!



Signature/Naming Rights Sponsor - \$10,000

(See page 4 for details)

Campaign Kickoff Luncheon Sponsor \$2,500 (1 Available)

- Inclusion of company logo on event signage
- Logo on event program
- Promotion as sponsor in publicity materials
- Inclusion of company name on MSA United Way's social media outlets
- Name mention at event
- 1 reserved table in prime location at luncheon

Campaign Celebration Social Sponsor \$2,500 (1 Available)

- Inclusion of company logo on event signage
- Promotion as sponsor in publicity materials
- Inclusion of company name on MSA United Way's social media outlets
- Name mention at event
- 1 reserved table in prime location at luncheon

The below levels are available for both the Kickoff Luncheon and the Celebration Social:

Event Advocate Sponsorship - \$1,000

- Company logo in:
 - Annual Report
 - MSA United Way's website
- Mention of company name on MSA United Way's social media outlets
- Name on any and all event materials
- Promoted in publicity materials such as event emails, press releases, newsletters, etc.
- Reserved table of 8 at kickoff luncheon

Table/Event Sponsorship - \$500

- Company logo in:
 - Annual Report
 - MSA United Way's website
- Mention of company name on MSA United Way's social media outlets
- Name on any and all event materials
- Reserved table of 8 at kickoff luncheon



EVENT SPECIFIC SPONSORSHIP LEVEL BENEFIT BREAKDOWN

Crosstown Brewdown

July 31, 2025

This popular event is promised to be a great evening with friends and/or coworkers, filled with food, drinks and live music! All proceeds go to support our Backpack for Kids Program, providing food for nearly 1700 kids over the weekend.

Signature/Naming Rights Sponsor - \$10,000

(See page 4 for details)

Entertainment Sponsor - \$2,000

- Company logo in:
 - Annual Report
 - MSA United Way's website
- Mention of company name on MSA United Way's social media outlets
- Logo promoted in publicity materials such as event emails, press releases, newsletters, etc.
- 8 tickets to Crosstown Brewdown event

Event Advocate Sponsorship - \$1,000

- Company logo in:
 - Annual Report
 - MSA United Way's website
- Mention of company name on MSA United Way's social media outlets
- Logo promoted in publicity materials such as event emails, press releases, newsletters, etc.
- 8 tickets to Crosstown Brewdown event

Event Sponsorship - \$500

- Company logo in:
 - Annual Report
 - MSA United Way's website
- Inclusion of company name on MSA United Way's social media outlets
- 4 tickets to Crosstown Brewdown event



EVENT SPECIFIC SPONSORSHIP LEVEL BENEFIT BREAKDOWN

Day of Caring August 13, 2025

Signature/Naming Rights Sponsor - \$10,000

(See page 4 for details)

Project Supply Sponsor - \$2,500 (1 Available)

Includes logo on t-shirt

- Logo promoted in publicity materials such as event emails, press releases, newsletters, etc.
- Inclusion of company name on MSA United Way's social media outlets
- Name and logo mention at event.

Breakfast Sponsor - \$1,000 (1 Available)

Includes logo on t-shirt

- Logo promoted in publicity materials such as event emails, press releases, newsletters, etc.
- Inclusion of company name on MSA United Way's social media outlets
- Name and logo mention at event.

Event Sponsorship - \$500

Includes logo on t-shirt

- Logo promoted in publicity materials such as event emails, press releases, newsletters, etc.
- Inclusion of company name on MSA United Way's social media outlets prior to and after event.

This inspiring day brings nearly 1300 volunteers together, to give back to our community!



EVENT SPECIFIC SPONSORSHIP LEVEL BENEFIT BREAKDOWN

Annual Luncheon and Meeting February 2026 (TBD)

Signature/Naming Rights Sponsor - \$10,000

(See page 4 for details)



Technology Sponsor - \$7,500

- Company logo in:
 - Annual Report
 - MSA United Way's website
 - Prominently displayed on PowerPoint*
- Name on any and all event materials
- Promoted in publicity materials such as event emails, press releases, newsletters, etc.
- Inclusion of company name on MSA United Way's social media outlets
- Name mention at event
- Video interview with your company representative, facilitated by a United Way staff member, promoted and posted on MSA United Way's social media and your company tagged. (Around time of event)
- 8 tickets to annual luncheon in a prime location

Dessert Sponsor - \$1,000

- Company logo in:
 - Annual Report
 - MSA United Way's website
 - Prominently displayed on PowerPoint*
- Name mention at event
- 8 tickets to annual luncheon

Event Advocate Sponsorship \$1,000

- Company logo in:
 - Annual Report
 - MSA United Way's website
 - Prominently displayed on PowerPoint*
- Promoted in publicity materials such as event emails, press releases, newsletters, etc.
- Name mention at event
- 8 tickets to event you are supporting

Meal Sponsor - \$5,000

- Company logo in:
 - Annual Report
 - MSA United Way's website
 - Prominently displayed on PowerPoint*
- Promotion as sponsor in publicity materials
- Inclusion of company name on MSA United Way's social media outlets
- Name mention at event
- 8 tickets to annual luncheon

Award Sponsor - \$2,500

- Company logo in:
 - Annual Report
 - MSA United Way's website
 - Prominently displayed on PowerPoint*
- Promotion as sponsor in publicity materials
- Inclusion of company name on MSA United Way's social media outlets
- Name mention at event
- 8 tickets to annual luncheon

Swag Sponsor - \$1,000

- Company logo in:
 - Annual Report
 - MSA United Way's website
 - Prominently displayed on PowerPoint*
- Promoted in publicity materials such as event emails, press releases, newsletters, etc.
- Name mention at event
- 8 tickets to annual luncheon
- We ask you provide a small swag item to include on tables for each attendee – Roughly 550 (Ex. Pen, sticky notes, magnet, hand sanitizer, etc.)

Table/Event Sponsorship - \$500

- Company logo in:
 - Annual Report
 - MSA United Way's website
 - Displayed on PowerPoint*
- Name on any and all event materials
- 8 tickets to event you are supporting

(*Note: Benefits apply when applicable)



Please indicate your desired level of sponsorship, complete the form, and return to Missouri Slope Areawide United Way or email campaign@msaunitedway.org. Thank you for your commitment to our community.



Yearly Sponsorship Levels:

- ☐ Premiere Sponsor \$7,500
- ☐ Presenting Sponsor \$3,500

Multiple Sponsorship Bundle - \$1,400 (\$100 discount!)

- ☐ (3) \$500 Event Supporter Sponsorship
- ☐ (1) \$1,000 Advocate Sponsorship +
(1) \$500 Table or Event Sponsorship

Online Auction - May 9-18, 2025

- ☐ Donate an Item: _____

Little Black Dress Campaign Event (WU) May 12-15, 2025

- ☐ Signature/Naming Rights Sponsor (1 Available) \$10,000
- ☐ Campaign Kickoff Luncheon Sponsor (1 Available) \$2,500
- ☐ Campaign Celebration Social Sponsor (1 Available) \$2,500
- ☐ Advocate Sponsor \$1,000
- ☐ Event Sponsor \$500

Crosstown Brewdown - July 31, 2025

- ☐ Signature/Naming Rights Sponsor (1 Available) \$10,000
- ☐ Entertainment Sponsor \$2,000
- ☐ Advocate Sponsor \$1,000
- ☐ Event Sponsor \$500

Backpack Program

- ☐ Sponsorship \$8,000
(This includes the financial support and packing/delivering of food bags to schools.)
- ☐ New Totes for Backpack Program \$10 ea.x_____=(200 needed)
- ☐ Loaves of Bread and PB & J \$15,000

Day of Caring/Campaign Kick-Off - August 13, 2025

- ☐ Signature/Naming Rights Sponsor (1 Available) \$10,000
- ☐ Project Supply Sponsor \$2,500
- ☐ Breakfast Sponsor \$1,000
- ☐ Table/Event Sponsor* \$500

Annual Luncheon and Meeting - March 26, 2026

- ☐ Signature/Naming Rights Sponsor (1 Available) \$10,000
- ☐ Technology Sponsor \$7,500
- ☐ Meal Sponsor Sponsor \$5,000
- ☐ Award Sponsor \$2,500
- ☐ Dessert Sponsor \$1,000
- ☐ Swag Sponsor \$1,000
- ☐ Table Sponsor \$500

Billboard Sponsor

- ☐ \$1,000 ea.x_____ = _____

Check box below if would like United Way to contact you for more information.

- ☐ Giving Tuesday Match
- ☐ Giving Hearts Day Match

Both include: Media and social outlet mentions, video with representative, mention on all donor calls and thank you notes, website recognition, and mention on all mailings and email marketing.

Thank you for your partnership. Premiere and Presenting Sponsors will be contacted by United Way to schedule. If you have questions about the event(s) or sponsorship benefits, please call our office at 701.255.3601 or email campaign@msaunitedway.org.

Contact Name: _____

Company Name: _____

Address: _____

City/State/Zip: _____

Email: _____

Date: _____ Phone: _____

☐ Check enclosed

☐ Please bill company. If so, when? _____