



2025 PARTNERSHIP OPPORTUNITIES



United is the way to a stronger community.



167 Polk Street, Ste 300 Watertown, NY 13601
P: 315.788.5631
www.unitedway-nny.org

2025 SIGNATURE EVENTS

High-profile events with broad media coverage, including radio, TV, social media, and news features, often highlighted by local outlets.

MAY 3

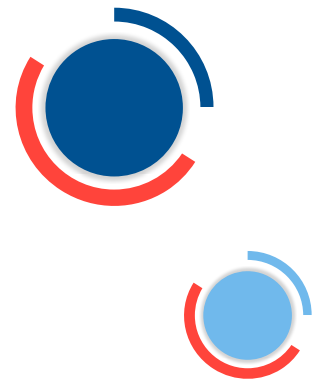
Kentucky Derby Social at Clayton Opera House

Experience the excitement of the Kentucky Derby with live entertainment, catered food, and handcrafted cocktails. This sophisticated event blends Southern charm and community engagement—perfect for connecting with key stakeholders while advancing United Way’s efforts to improve lives and strengthen our community.

SEPT 27

Race Against Poverty in Downtown Watertown

Modeled after The Amazing Race, this exciting events challenges teams to solve clues and complete tasks at downtown businesses. It’s a fun, fast-paced way to showcase teamwork, support local businesses, and amplify United Way’s community impact.





2025 ENGAGEMENT EVENTS

Community events designed for impactful outreach and engagement, promoted through social media, online ads, news features, and tailored web pages.

JUNE 4

Community Food Drive at Watertown Walmart

A one-day event bringing together volunteers, businesses, and community members to collect essential food items for local families in need. This impactful initiative combines generosity and collaboration to address food insecurity and support a stronger, more united community.

JULY 15 - 19

Cow Kissing for ALICE at Lewis County Fair

A fun fundraiser where local celebrities raise funds to assist ALICE households, with the top earner kissing a cow at the Fair. This event highlights the challenges of hardworking families and connects them to vital resources.

2025 KEY EVENTS

Pivotal opportunities to inspire, celebrate, and engage our supporters, coordinators, and community partners.

APRIL 9

Campaign Wrap-Up Breakfast

A gathering to recognize the success of United Way's annual campaign, bringing together coordinators, stakeholders, and volunteers to share results, show our appreciation for campaign coordinators, and reflect on collective impact.

SEPT / OCT

Campaign Pep Rallies (2 Events)

Inspiring events designed to energize campaign coordinators and supporters with tools and community spirit to drive United Way's mission forward.

ONGOING

Lunch & Learn UNITED: Virtual Education Series

Bi-monthly virtual sessions for nonprofit and healthcare professionals. Gain tools, insights, and connections to advance your mission.



PARTNERSHIP OPPORTUNITIES

PLATINUM PARTNER - \$7,500 (1 Available)

Exclusive Benefits:

- Presenting sponsor for Kentucky Derby Social and Race Against Poverty.
- Your choice of one engagement and one key event.
- Prominent logo and business name placement on all marketing materials and media (TV, social, web, radio).
- Feature article in LIVE UNITED newsletter.
- Speaking opportunity and banner displayed at event.
- 12 VIP tickets to Signature Events.

GOLD PARTNER - \$5,000 (3 Available)

Highlighted Benefits:

- Sponsor one Signature Event and one Engagement Event.
- Prominent logo placement and mentions in TV, social, web ads.
- Acknowledgment during opening and closing ceremonies.
- 6 VIP tickets to Signature Events.

SILVER PARTNER-\$2,500 (4 Available)

Valuable Exposure:

- Sponsor one Signature Event or one Engagement Event.
- Logo recognition on event materials and social media features.
- 4 VIP tickets to Signature Events.



BRONZE PARTNER - \$1,000 (8 Available)

Community Supporter Benefits:

- Sponsor one Engagement Event or Key Event.
- Business name listing on marketing materials and social media.
- Website acknowledgement.

COMMUNITY PARTNER - \$500 (10 Available)

Grassroots Impact Benefits:

- Sponsor one Key Event.
- Name recognition on marketing materials.
- Social media and follow-up email mentions.

SUPPORTING PARTNER - \$250 (Unlimited)

Show Your Support:

- Social media appreciation post.

Interested in a tailored opportunity?

Reach out to discuss other partnership opportunities to meet your goals, such as:

- Women United
- Bridges Out of Poverty
- Volunteer United

United Way of Northern New York is grateful for your support!
Your partnership ensures that vital services are accessible to all who need them.
It is an honor to "Work United" with your business!

EVENTS

SIGNATURE

- Kentucky Derby Social
- Race Against Poverty

ENGAGEMENT

- Community Food Drive
- Cow Kissing for ALICE

KEY

- Campaign Wrap Up
- Campaign Pep Rallies
- Lunch & Learn UNITED

CONTACT

Business: _____
(Exactly as you would like it to appear)

Name: _____

Address: _____

Email: _____
 Sign me up to receive important email updates

Phone: _____

WAYS TO GIVE:

- Check enclosed
- Credit card details below
- Paid online at www.UnitedWay-NNY.org

LEVELS

- Platinum**
\$7,500
- Gold**
\$5,000
- Silver**
\$2,500
- Bronze**
\$1,000
- Community**
\$500
- Supporting**
\$250

Sponsorship Amount: \$ _____

Credit Card #: _____

Zip Code: _____

Exp: _____ CVC: _____

Signature: _____

Please Mail Checks to:

United Way of NNY
167 Polk St, Suite 300
Watertown, NY 13601