

100TH ANNIVERSARY SPONSORSHIP OPPORTUNITIES

Heart of Indiana United Way



Celebrating 100 Years of Impact Investing in the Next 100

Join us in celebrating 100 years of transforming lives and ensuring United Way's impact continues into the future. Your sponsorship will support key programs, increase community engagement, and leave a lasting impact for generations to come.

100th Anniversary Events (July 2025 - June 2026)

As part of this milestone celebration, your sponsorship will support the following signature events and initiatives:

- **VIP Anniversary Kickoff Celebration** – A premier reception with entertainment, inspiring remarks, and recognition of milestone achievements as we celebrate 100 years of impact.
- **The 100 Cheers Series** – Special drink series from local breweries, wineries, and coffee shops.
- **The Next 100: Volunteer in Action Series** – A year-long initiative of impactful service projects.
- **100th Birthday Challenge** – A workplace engagement and giving campaign.
- **The Next 100: Community Experience** – A mobile United Way presence at community events, offering an interactive space for attendees to learn about United Way's impact, engage in activities, and discover ways to get involved in shaping the next century of change.
- **The Next 100: Legacy Society & Fund** – A giving initiative ensuring continued support into the next century.

100TH ANNIVERSARY YEAR-LONG SPONSORSHIPS

(Covers all major anniversary events and initiatives and campaign efforts July 2025 - 2026)

Sponsorship Level	Investment	Key Benefits
Presenting Sponsor	\$25,000	Premier recognition at all events, top media exposure, VIP access, opportunity to provide a personal or video message at a event
Legacy Sponsor	\$15,000	Major branding across anniversary series, featured in media & social campaigns, opportunity to provide introduction at an event
Impact Partner	\$10,000	Recognition at major events, featured sponsorship at one event, website & social spotlights
Community Sponsor	\$5,000	Logo placement on key materials, recognition at select events, social media spotlights
Supporting Sponsor	\$2,500	Listed as an official 100th Anniversary sponsor, social media & event signage inclusion

Your Heart of Indiana United Way Contact

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INDIVIDUAL EVENT SPONSORSHIPS

VIP Anniversary Kickoff Celebration

Dates: Date: [Event Date] | Location: [Venue]

This exclusive reception will bring together key supporters for an evening of networking, reflection, and celebration of United Way's legacy and future. Guests will enjoy inspiring remarks, and recognition of milestone achievements.

Sponsorship	Investment	Key Benefits
VIP Event Sponsor	\$10,000	Logo on event materials, opportunity to welcome guests at the event, social media spotlight, tickets/access to VIP event
VIP Supporter Sponsor	\$2,500	Logo on event materials, social media spotlight and event signage

The 100 Cheers Series (Breweries, Wineries & Coffee Shops)

Dates: Throughout the Year - A special drink series from local businesses featuring anniversary-themed beers, wines, and coffees with percent of proceeds supporting United Way.

Sponsorship	Investment	Key Benefits
Series Sponsor	\$7,500	Featured as lead sponsor, logo on all 100 Cheers materials, included in press & social campaigns on every event location
Event Sponsor	\$3,000	Logo on event signage for specific-county events, sponsor table at tasting events, social media highlights, event signage inclusion

The Next 100: Volunteer in Action Series

Dates: Throughout the Year - A year-long volunteer initiative focused on impactful service projects.

Sponsorship	Investment	Key Benefits
Lead Sponsor	\$7,500	Recognition at all service events, Logo on series volunteer shirts for all volunteer events, opportunity to participate in a volunteer project with a featured spotlight
Supporter Sponsor	\$2,500	Logo on series t-shirts & materials, branding at volunteer sites

100th Birthday Challenge (Workplace Engagement & Giving)

Dates: Throughout the Year - Encouraging businesses to complete 10 fun challenge activities in support of United Way.

Sponsorship	Investment	Key Benefits
Challenge Sponsor	\$3,000	Logo on challenge materials, featured as corporate supporter, opportunity to highlight employees participating in a press release

The Next 100: Community Experience

Dates: Throughout the Year - Bringing the 100th Anniversary celebration to the community! A mobile United Way presence at community events, offering an interactive space for attendees to learn about United Way's impact, engage in activities, and discover ways to get involved in shaping the next century of change.

Sponsorship	Investment	Key Benefits
Community Experience Sponsor	\$3,500	Recognition at all community table events, branding on display materials, social media highlights