UNITED WAY
Blackhawk
Region

THIS IS YOUR UNITED WAY.

2027 Corporate Partnership & Sponsorship Opportunities

Your employees. | Your neighbors. | Your community. | Your impact.



Stronger People. Brighter Tomorrows.

UnitedWayBR.org

608.757.3040

PARTNERSHIPS BUILT AROUND IMPACT



At United Way Blackhawk Region, we believe in the power of people, partnerships and local solutions. When businesses, organizations and community members come together, we create opportunities, strengthen families and build a brighter, more resilient Blackhawk Region.

OUR FOCUS AREAS

YOUTH OPPORTUNITY

Helping children and young people learn, grow and reach their full potential.

HEALTHY COMMUNITY

Connecting our neighbors to resources and support that improve health and well-being.

FINANCIAL SECURITY

Helping individuals and families build stability and create brighter futures.

COMMUNITY RESILIENCE

Building connections and support systems that help our communities adapt, recover and thrive.

Why Partner With United Way?

Your partnership goes beyond recognition, it's an investment in people. Together, we can strengthen families, create opportunities and build a healthier, more vibrant Blackhawk Region

- ✓ Make a lasting local impact
- ✓ Engage and inspire your employees
- ✓ Showcase your commitment to the community
- ✓ Be part of a trusted and collaborative network

A Stronger Blackhawk Region For Generations.

YEAR-ROUND PARTNERSHIP LEVELS

Small Business Circle	Community Builder	Supporting Partner	Impact Partner	Community Partner	Champion Partner
$365	$750	$1,500	$3,000	$7,500	$15,000

UNITED WAY Blackhawk Region

SMALL BUSINESS CIRCLE

$1 a day.



365 DAYS OF LOCAL IMPACT

BELONG

"We're a local business that believes a stronger community is good for everyone."

Investment

$365

PER YEAR

Small Business Circle is a meaningful and affordable way for local businesses to support United Way Blackhawk Region and show their commitment to a stronger, healthier, more connected community.





PARTNER BENEFITS

- Small Business Circle window decal
- Business logo and link on the Small Business Circle webpage
- Recognition in UWBR's Annual Report
- Digital Small Business Circle badge for your website, email and social media

A simple way to say: We support our community.

Small Business Circle members are recognized as part of a growing network of local businesses investing in a stronger Blackhawk Region.

GROWING PARTNERSHIPS



Three ways to build visibility, engagement and local impact.

COMMUNITY BUILDER

$750
PER YEAR

BE SEEN

We want our business visibly connected to positive local impact throughout the year.

- Social media & eNewsletter recognition
- Window decal & digital badge
- UWBR website recognition
- Annual report recognition

PERFECT FOR:

Businesses that want to increase their visibility in the community.

SUPPORTING PARTNER

$1,500
PER YEAR

GET INVOLVED

We want recognition, plus meaningful ways for our employees to engage with United Way.

- Social media & eNewsletter recognition
- Window decal & digital badge
- Featured blog post on UWBR website
- Annual report recognition

PERFECT FOR:

Companies looking to engage employees and show visible community support.

IMPACT PARTNER

$3,000
PER YEAR

MAKE AN IMPACT

We want a deeper year-round partnership that combines visibility, employee engagement and measurable community impact.

- Social media & eNewsletter recognition
- Window decal & digital badge
- E-newsletter recognition
- Annual report recognition

PERFECT FOR:

Organizations committed to deeper community involvement and long-term local impact.

As the investment grows, the relationship grows too.

Be Seen. → Get Involved. → Make an Impact.

Benefits shown are highlights.
See page 5 for the complete comparison.

UNITED WAY Blackhawk Region

YEAR-ROUND PARTNERSHIPS

For companies that want deeper engagement, visibility and a stronger role in local impact.



COMMUNITY PARTNER

$7,500
PER YEAR

LEAD WITH PURPOSE

We want to align our company with a major community priority and take an active leadership role in creating change.

Community Partner is designed for companies that want to deepen their relationship with United Way Blackhawk Region through visibility, employee engagement and measurable impact.

- 4 Leadership Circle Reception tickets
- Customized Leadership Development Seminar
- Media press release
- Featured blog post on UWBR website
- Social media recognition
- Window decal & digital badge

PERFECT FOR:

- Companies ready to lead with purpose
- Businesses seeking deeper visibility and engagement
- Organizations aligned with a community priority
- Partners interested in measurable impact

CHAMPION PARTNER

$15,000
PER YEAR

CHAMPION THE COMMUNITY

We want to be recognized as one of United Way Blackhawk Region's leading corporate partners and help shape meaningful impact throughout the year.

Champion Partner is our highest year-round partnership level for organizations that want premier visibility, leadership access and a transformational role in local impact.

- 8 Leadership Circle Reception tickets
- Customized Leadership Development Seminar
- Media press release
- Recognition at all networking events
- Featured blog posts on UWBR website
- Social media recognition
- Window decal & digital badge
- eNewsletter recognition

PERFECT FOR:

- Businesses seeking the highest level of visibility
- Companies committed to long-term community investment
- Organizations wanting a transformational local impact
- Partners ready to create a stronger Blackhawk Region

Benefits shown are highlights.
See page 5 for the complete comparison.

2027 CORPORATE SPONSORSHIP COMPARISON

See what each sponsor receives at a glance.

Growing Partnerships

A stronger year. A greater community.

BENEFITS	Small Business Circle $365	Community Builder $750	Supporting Partner $1,500
Window decal & digital badge	★	★	★
UWBR website recognition	★	★	★
Annual report recognition	★	★	★
Social media recognition			
eNewsletter recognition		★	★
Featured blog post on UWBR website			★
Media press release			
On-site volunteer project for your company			
Verbal recognition at reception & celebration			
Logo included on printed and/or digital programs			
Recognition at all networking events.			
Leadership development seminar			
Leadership Circle Reception tickets			

Year-Round Partnerships

A stronger year. A greater community.

BENEFITS	Impact Partner $3,000	Community Partner $7,500	Champion Partner $15,000
Window decal & digital badge	★	★	★
UWBR website recognition	★	★	★
Annual report recognition	★	★	★
Social media recognition	★	★	★
eNewsletter recognition	★	★	★
Featured blog post on UWBR website	★	★	★
Media press release		★	★
On-site volunteer project for your company			★
Verbal recognition at reception & celebration			★
Logo included on printed and/or digital programs			★
Recognition at all networking events.		★	★
Leadership development seminar		★	★
Leadership Circle Reception tickets		4	8

Signature Event

DAY OF CARING



SEPTEMBER 2027

Day of Caring brings together local businesses, nonprofit partners and community members for hands-on service projects across the Blackhawk Region. This signature event gives companies a visible, meaningful way to engage employees while making a lasting local impact.

WHY SPONSOR?

BRAND RECOGNITION
Logo placement on event materials, signage and select promotions.

EMPLOYEE ENGAGEMENT
Hands-on volunteer opportunities that bring your team together.

COMMUNITY VISIBILITY
Show your commitment to the Blackhawk Region through a well-loved signature event.

LASTING IMPACT
Support projects that make a visible difference for local nonprofits and neighborhoods.

SPONSOR LEVELS

BENEFITS	T-Shirt Sponsor	Breakfast Partner	Presenting Co-Sponsor	Lead Partner
	$1,000	$2,500	$3,000	$5,000
# of sponsorships available	up to 15 sponsors	Four (4) available	Two (2) exclusive	One (1) exclusive
Prominent logo display during the event, on all digital communication, and project site signs				★
Speaking opportunity during breakfast				★
Annual report recognition			★	★
Logo featured on UWBR website & social media		★	★	★
Logo featured on event t-shirt	★	★	★	★
Logo on table top signage at event		★		







Signature Program

DOLLY PARTON'S IMAGINATION LIBRARY

Little books. Big futures.

Through Dolly Parton's Imagination Library, we mail free, high-quality, age-appropriate books every month to registered children from birth to age five in the Blackhawk Region. The Dollywood Foundation covers all overhead costs, so 100% of your sponsorship stays local to serve children in our community.

REAL IMPACT FOR BRIGHTER FUTURES.

$35 sponsors cost of one child for one year = **12** books mailed in 12 months.

$175 supports cost of one child from birth to age 5 = **up to 60** books by age five

SPONSOR LEVELS

BENEFITS	Sponsor cost of one child for one year $35 per child	Sponsor cost of one child for five years $175 per child	Bookshelf Partner $2,500	Literacy Champion $5,000	Presenting Partner 2 available $7,500
Personalized message on book *					★
Lead support for early literacy					★
Expand access to more children	★	★	★	★	★
Provide books monthly to a child	★	★	★	★	★
Featured blog post on UWBR website		★		★	★
Social media recognition				★	★
eNewsletter recognition			★	★	★
Annual report recognition			★	★	★

* Up to 78 characters, subject to Imagination Library approval

Signature Event

LEADERSHIP CIRCLE RECEPTION

Connect. Celebrate.



INVEST IN A STRONGER TOMORROW.

The Leadership Circle Reception brings together leadership donors, community partners, and business leaders for a focused evening of appreciation, connection and impact.

DECEMBER 2027

WHY SPONSOR?

PREMIER EVENT RECOGNITION
Showcase your commitment to the Blackhawk Region.

MEANINGFUL NETWORKING
Connect with community leaders, donors and business peers.

ALIGNMENT WITH COMMUNITY LEADERSHIP
Be part of a trusted network dedicated to lasting change.

SUPPORT FOR LOCAL IMPACT
Help strengthen families and build a brighter, more vibrant region.

SPONSORSHIP LEVEL

RECEPTION HOST PARTNER

$10,000 1 exclusive

- Opportunity to provide opening remarks at the reception
- Premier recognition on invitations, signage and event slides
- Tabletop display opportunity
- Featured on a UWBR website and blog
- Exclusive social media and eNewsletter recognition
- VIP seating at the reception

United Is the Way Celebration

SPRING 2027



The United Is the Way Celebration brings together community leaders, partners and supporters to honor our shared impact, celebrate the people and programs making a difference, and inspire continued investment in a stronger Blackhawk Region.

SPONSORSHIP BENEFITS

A stronger year. A greater community.

BENEFITS	Partner	Supporting Sponsor	Presenting Sponsor
	$1,000	$3,000	$5,000
# of sponsorships available	Five (5) available	Two (2) available	One (1) exclusive
Build relationships with community leaders, partners & supporters	★	★	★
UWBR website recognition	★	★	★
Event program recognition	★	★	★
E-newsletter recognition		★	★
Social media recognition		★	★
Featured blog post on UWBR website			★
Media press release			★
Opening remarks at the Celebration			★







UNITED WAY Blackhawk Region

2027 SPONSORSHIP COMMITMENT FORM

Please check all that apply.

YEAR-ROUND PARTNERSHIPS	AMOUNT
☐ Small Business Circle	$365
☐ Community Builder	$750
☐ Supporting Partner	$1,500
☐ Impact Partner	$3,000
☐ Community Partner	$7,500
☐ Champion Partner	$15,000

DAY OF CARING	AMOUNT
☐ **Lead Presenting Partner** (1 exclusive)	$5,000
☐ **Presenting Co-Partner** (2 available)	$3,000
☐ **Breakfast Partner** (4 available)	$2,500
☐ **T-Shirt Partner** (up to 15)	$1,000
☐ Community Giveback Partner	_____% of sales/proceeds

DOLLY PARTON'S IMAGINATION LIBRARY	AMOUNT
☐ Presenting Partner	$7,500
☐ Literacy Champion	$5,000
☐ Bookshelf Partner	$2,500
☐ Sponsors cost of one child for one year	$35
☐ Sponsors cost of one child for five years	$175

CELEBRATE & CONNECT	AMOUNT
☐ Celebration: Presenting Sponsor	$5,000
☐ Celebration: Supporting Sponsor	$3,000
☐ Celebration: Partner	$1,000
☐ Leadership Circle Reception Host Partner	$10,000

TOTAL 2027 SPONSORSHIP COMMITMENT	$ _____

CONTACT INFORMATION

Company / Organization: _____

Contact Name: _____

Title: _____

Email: _____

Phone: _____

Address: _____

City: _____

State: _____ Zip: _____

RECOGNITION & BILLING

☐ Please invoice us

Send Invoice to:

☐ Payment enclosed

Make check payable to:
United Way Blackhawk Region

Mail to:
United Way Blackhawk Region
101 N Parker Drive, Suite 220
Janesville, WI 53545

Upon receipt of your sponsorship, the United Way Blackhawk Region team will reach out for marketing materials, such as logo, branding requirements, etc. Limited and exclusive opportunities are confirmed upon receipt of commitment.

United Way Blackhawk Region is a 501(c)(3) nonprofit organization. Contributions may be tax-deductible to the extent allowed by law. Please consult your tax advisor.

QUESTIONS? Call us at 608.757.3040
or email mmadkins@unitedwaybr.org

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