



# 2024 CORPORATE SPONSORSHIPS



# STAND OUT. SUPPORT YOUR COMMUNITY.

As part of your complete strategy for corporate social responsibility, consider a partnership with Great Rivers United Way. You'll align your business with a local non-profit that's transforming lives right here in our community - and you'll connect with a brand that brings social responsibility to life.



**Increase visibility**  
for your company at high-value events, in the press, and on social media



**Network**  
with fellow corporate influencers and community leaders



**Differentiate your company**  
in the eyes of prospective employees



**Be recognized**  
for your extraordinary support of local philanthropy, volunteerism, and advocacy



**Tiered sponsor levels**  
allow you to design a plan that meets your engagement and impact goals, as well as your budget

Great Rivers United Way is working to positively impact our youngest community members, stabilize household economic situations so people experience thriving lives, and support a healthy and socially-connected community.

# SIGNATURE EVENTS



**MARCH 2024**  
**Annual Celebration**  
Celebrating success over  
the past year



**MAY 2024**  
**Legacy Lunch**  
Honoring donors with a long  
history of support



**JULY 2024**  
**Day of Caring**  
Volunteer event for corporate  
partners



**AUGUST 2024**  
**Kick-off Breakfast**  
Energizing the community  
for our annual campaign



**OCTOBER 2024**  
**Whodunnit Dinner**  
A night of food, fun, and  
detective work

Learn more about these sponsorship opportunities on pages 4-8.

# ANNUAL CELEBRATION

## EVENT DATE

Wednesday, March 6, 2024

## EVENT TIME

5:30 p.m. to 8:00 p.m.

## EVENT LOCATION

The Cargill Room, 332 Front St. S., La Crosse, WI 54601

Great Rivers United Way's Annual Celebration takes place every spring and celebrates all that we accomplished, together, the prior year. Our membership – donors and volunteers – are invited to thank and welcome outgoing and incoming members of our Board of Directors, respectively, and congratulate our most recent Campaign Co-Chairs on a job well done.

All of the above happens over good food with good friends – with a little fun thrown in!

Your sponsorship of our Annual Celebration shares in Great Rivers United Way's latest accomplishments and helps set the stage for another year of making a difference.

SPONSORSHIP BENEFITS	INVESTOR \$5,000 1 available	IMPACTOR \$2,500 3 available	SUPPORTER \$1,000 Unlimited	FRIEND \$500 Unlimited
Number of Tickets	1 VIP Table	1 Table	2	
Recognition on Event Invitation	Logo	Logo	Logo	
Recognition in E-newsletter	Logo	Logo	Logo	X
Recognition on Event Landing Page	Logo	Logo	X	X
Recognition on Print Materials	Logo	Logo	X	X
Recognition in Press Release	Logo	X		
Recognition on Social Media	Logo	X	X	
Recognition in Annual Report	X	X	X	X
Verbal Recognition During Event	X	X		
Recognition as Presenting Sponsor	X			
Opportunity to Speak on Stage	X			
Display Table in Foyer	X			

# LEGACY LUNCH



## EVENT DATE

Tuesday, May 14, 2024

## EVENT TIME

11:30 a.m. to 1:00 p.m.

## EVENT LOCATION

The Cargill Room, 332 Front St. S., La Crosse, WI 54601

Great Rivers United Way's Legacy Lunch is new for 2024 and replaces the Circle of Excellence Leadership Event that has typically taken place in August. The purpose of the Legacy Lunch is to honor donors who have supported Great Rivers United Way for long periods of time, no matter the size of their gifts. Their dedication to our cause is what has allowed us to improve lives and strengthen our communities for 75 years.

Your sponsorship of our Legacy Lunch demonstrates a lasting commitment to the Coulee Region and an appreciation for the community members who give of themselves to make life better for all.

SPONSORSHIP BENEFITS	INVESTOR \$5,000 1 available	IMPACTOR \$2,500 3 available	SUPPORTER \$1,000 Unlimited	FRIEND \$500 Unlimited
Number of Tickets	1 VIP Table	1 Table	2	
Recognition on Event Invitation	Logo	Logo	Logo	
Recognition in E-newsletter	Logo	Logo	Logo	X
Recognition on Event Landing Page	Logo	Logo	X	X
Recognition on Print Materials	Logo	Logo	X	X
Recognition in Press Release	Logo	X		
Recognition on Social Media	Logo	X	X	
Recognition in Annual Report	X	X	X	X
Verbal Recognition During Event	X	X		
Recognition as Presenting Sponsor	X			
Opportunity to Speak on Stage	X			
Display Table in Foyer	X			

# DAY OF CARING

## EVENT DATE

Wednesday, July 17, 2024

## EVENT TIME

Morning Shift | Lunch | Afternoon Shift

## EVENT LOCATION

Volunteering: Various

Lunch: TBD

Great Rivers United Way's annual Day of Caring volunteer event is an opportunity for current and potential donors to roll up their sleeves in support of our mission. There's no better way to see your dollars at work than spending a few hours volunteering at Great Rivers United Way or one of our nonprofit partners.

Your sponsorship of Day of Caring acknowledges the important role gifts of time have on our local nonprofit landscape and encourages businesses and their employees to make volunteering a part of their company culture and personal lives.

SPONSORSHIP BENEFITS	INVESTOR \$5,000 1 available	IMPACTOR \$2,500 3 available	SUPPORTER \$1,000 Unlimited	FRIEND \$500 Unlimited
Recognition on Event Invitation	Logo	Logo	X	
Recognition in E-newsletter	Logo	Logo	X	
Recognition on Event Landing Page	Logo	Logo	X	
Recognition in Press Release	Logo	X		
Recognition on Social Media	Logo	X		
Recognition in Annual Report	X	X	X	X
Verbal Recognition During Event	X	X		
Recognition as Presenting Sponsor	X			
Early Access to Project Registration	X			
Recognition on Event T-shirt	X	X	X	X

# KICK-OFF BREAKFAST

## EVENT DATE

Tuesday, August 20, 2024

## EVENT TIME

7:30 a.m. to 8:30 a.m.

## EVENT LOCATION

The Cargill Room, 332 Front St. S., La Crosse, WI 54601

Great Rivers United Way's Kick-off Breakfast is a yearly event that creates excitement around our annual fundraising campaign. Attendees will rally around a shared desire to create a better Coulee Region for all.

Sponsorship of our Kick-off Breakfast sets your business apart as a corporate partner dedicated to our fundraising success. You know that success takes teamwork, and you invite everyone to come along for the ride, because we're all better when we Live United.

SPONSORSHIP BENEFITS	INVESTOR \$5,000 <small>1 available</small>	IMPACTOR \$2,500 <small>3 available</small>	SUPPORTER \$1,000 <small>Unlimited</small>	FRIEND \$500 <small>Unlimited</small>
Number of Tickets	1 VIP Table	1 Table	2	
Recognition on Event Invitation	Logo	Logo	Logo	
Recognition in E-newsletter	Logo	Logo	Logo	X
Recognition on Event Landing Page	Logo	Logo	X	X
Recognition on Print Materials	Logo	Logo	X	X
Recognition in Press Release	Logo	X		
Recognition on Social Media	Logo	X	X	
Recognition in Annual Report	X	X	X	X
Verbal Recognition During Event	X	X		
Recognition as Presenting Sponsor	X			
Opportunity to Speak on Stage	X			
Display Table in Foyer	X			

# WHODUNNIT DINNER



## EVENT DATE

Saturday, October 12, 2024

## EVENT TIME

5:00 p.m. to 8:30 p.m.

## EVENT LOCATION

Radisson Hotel Ballroom, 200 Second St. S., La Crosse, WI 54601

Great Rivers United Way is celebrating its 75th Anniversary with an all-new Signature Event: a diamond heist whodunnit put on by professional party planners and actors from The Murder Mystery Co.

Your sponsorship of “Now You See It; Now You Don’t” – an evening of intrigue set at a museum opening – will allow Great Rivers United Way to put on an exciting anniversary event that is sure to appeal to new and existing donors alike. As a sponsor, you and your brand will enjoy front-and-center visibility and help Great Rivers United Way usher in the next 75 years of community caring.

SPONSORSHIP BENEFITS	CHAMPION	VISIONARY	INVESTOR	IMPACTOR	SUPPORTER	FRIEND
	\$10,000 1 available	\$7,500 3 available	\$5,000 5 available	\$2,500 Unlimited	\$1,000 Unlimited	\$500 Unlimited
Number of Tickets	2 VIP Tables	1 VIP Table	1 Table	4	2	
Recognition on Event Invitation	Logo	Logo	Logo	Logo		
Recognition in E-newsletter	Logo	Logo	Logo	Logo	X	X
Recognition on Event Landing Page	Logo	Logo	Logo	Logo	X	X
Recognition on Print Materials	Logo	Logo	Logo	X	X	X
Recognition in Press Release(s)	Logo	X	X	X		
Recognition on Social Media	Logo	Logo	Logo	X	X	
Recognition in Annual Report	X	X	X	X	X	X
Verbal Recognition During Event	X	X				
Recognition as Presenting Sponsor	X					
Opportunity to Speak on Stage	X					
Display Table in Foyer	X					

*Recognition on print materials is contingent upon print deadlines.*

There are several additional ways your business can support our 75th Anniversary Signature Event, including in-kind donations for a wine bottle pull and a silent auction. Please contact Autum Grooms, Development Director, at (608) 796-1400, ext. 104 or [agrooms@gruw.org](mailto:agrooms@gruw.org), to learn more.



# SIGNATURE PROGRAMS



## **Dolly Parton's Imagination Library**

A book gifting program for children ages birth to five



## **Read to Success**

A reading program that pairs third grade students with adults who care



## **Born Learning Trails**

A series of 10 interactive signs for young children and their caregivers

*Your sponsorship of Great Rivers United Way's Signature Programs for children is an investment in the future of the Coulee Region.*



## **Poverty Simulation**

A learning experience that examines the challenges and choices those in poverty face

**Learn more about these sponsorship opportunities on pages 10-13.**

# IMAGINATION LIBRARY



## A BOOK GIFTING PROGRAM FOR CHILDREN BIRTH TO 5

Dolly Parton's Imagination Library is a book gifting program that mails free, high-quality books to children ages birth to five. Great Rivers United Way became an Imagination Library Local Program Partner in 2019. Since then, the program has taken off, expanding to serve six zip codes in Crawford and Grant counties.

## HOW IT WORKS

Parents register children ages birth to 5



Registrations are processed by the Dollywood Foundation



Eligible children receive 1 free book every month until they turn 5



## LOCAL IMPACT

Data for participating zip codes in Crawford & Grant counties 6/19-3/24

476

children registered

20,216

books mailed

386

children graduated



*"We cannot put enough importance on reading with and to your child, especially at a young age. I highly recommend this program to all and encourage anyone to be a part of this incredible, life changing program."*

- Elisabeth Byers  
Director of the PDC Memorial Library

SPONSORSHIP BENEFITS	INVESTOR \$5,000 3 available	IMPACTOR \$2,500 1 available	SUPPORTER \$1,000 Unlimited
Recognition on www.gruw.org	Logo		
Recognition on local Print Materials	Logo		
Recognition on Social Media	X	X	
Recognition in Annual Report	X	X	X

### For more information, please contact:

Connor Glassen, Community Engagement Coordinator  
cglassen@gruw.org | (608) 796-1400, ext. 107 | www.gruw.org/dpil

# READ TO SUCCESS



## A READING PROGRAM THAT PAIRS THIRD-GRADE STUDENTS WITH ADULTS WHO CARE

Designed with the educational needs of third-graders in mind, Read to Success pairs adult volunteers with third-grade students for improved reading scores and so much more. Studies show that children first learn to read, and only then can they read to learn.

Reading is a foundational skill directly tied to future academic and adult success, and third grade is a pivotal time for learning in this area. For this reason, Read to Success tutors make a lifelong impact on a child.

## HOW IT WORKS

[Icon]

Great Rivers United Way recruits volunteers

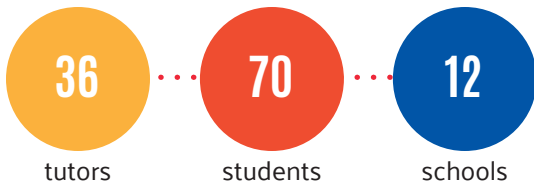
[Icon]

Participating teachers choose students who would benefit from the 1-on-1 attention

[Icon]

Tutors and students get together weekly to read and bond over books

## LOCAL IMPACT



SPONSORSHIP BENEFITS		INVESTOR \$5,000 1 available
Recognition on www.gruw.org		Logo
Recognition on Social Media		X
Recognition on any books purchased for the program		Logo
Recognition in Annual Report		X

### For more information, please contact:

Connor Glassen, Community Engagement Coordinator  
 cglassen@gruw.org | (608) 796-1400, ext. 107 | www.gruw.org/dpil

# BORN LEARNING TRAILS



## A PUBLIC ENGAGEMENT & EARLY LEARNING TOOL

Everyday life is a learning experience for children, and that learning starts at birth. Born Learning Trails are one part of a suite of early learning tools that help parents, grandparents, caregivers, and communities explore ways to turn everyday moments into fun learning opportunities.

- Born Learning Trails are a valuable community resource for early childhood learning. The trail’s fun, physical activities are designed to guide adult caregivers through constructive play with young children in outdoor settings: trails, parks or school yards.
- Born Learning Trail kits consist of signs with instructions for simple games that turn an excursion to the park into a fun learning experience.
- With the theme *Watch! Stop! Learn! Play!*, Born Learning Trails encourage adults to follow a child’s lead, building curiosity and confidence, while reinforcing the learning already underway.



Sponsorship includes: the Born Learning Trail – ten (10) 12” x 24” signs each printed with a unique and engaging activity – as well as stencils for the painted activities; paint and supplies; lumber and hardware for mounting the signs; and the benefits below.

SPONSORSHIP BENEFITS	IMPACTOR \$2,500 Unlimited
Recognition on www.gruw.org	X
Recognition on Print Materials	Logo
Recognition on Press Releases	Logo
Recognition on Social Media	Logo
Recognition in Annual Report	X
Recognition on Trail Signage	Logo
Trail installation volunteer opportunity	X

**For more information, please contact:**

Adrienne Olson, Marketing Director  
aolson@gruw.org | (608) 796-1400, ext. 106 | www.gruw.org/bornlearning

# POVERTY SIMULATION

## A LEARNING EXPERIENCE THAT EXAMINES THE CHALLENGES & CHOICES THOSE IN POVERTY FACE

Great Rivers United Way's Poverty Simulation is a hands-on experience that helps participants become sensitized to the realities faced by low-income people living and working right here in the Coulee Region.

Our Poverty Simulation will challenge you to:

- leave any preconceived notions you may have about poverty at the door.
- learn about and attempt to navigate services meant to help those facing poverty.
- acknowledge that - while, for you, this is just a simulation - what you'll experience is day-to-day life for far too many people in our community.

Our Poverty Simulation is a catalyst for ongoing dialogue and social change within not only your organization, but the community as a whole. Poverty is a complex issue, and the simulation supports Great Rivers United Way's multi-faceted approach to creating a better community for all residents.

A private Poverty Simulation lasts two to three hours, and includes an introduction and briefing; the simulation exercise; and a debriefing, during which participants and volunteers reflect on their experience. If you choose to sponsor a public Poverty Simulation, your group/business will be recognized per the below.

SPONSORSHIP BENEFITS	SUPPORTER \$1,000	FRIEND \$500
Public Poverty Simulation (open to the community)	X	
Recognition on Event Invitation and Email Communication	Logo	
Recognition on Event Landing Page	Logo	
Recognition on Print Materials	Logo	
Recognition in Press Release	X	
Recognition on Social Media	X	
Recognition in Annual Report	X	X
Recognition as Event's Presenting Sponsor	X	
Display Table in Foyer	X	
Private Poverty Simulation (open to your group/employees)		X

### For more information, please contact:

Connor Glassen, Community Engagement Coordinator  
 cglassen@gruw.org | (608) 796-1400, ext. 107



# 2023 SPONSORS

BECOME A CORPORATE SPONSOR AND JOIN THESE LOCAL LEADERS



# SPONSORSHIP FORM

YES! We would like to sponsor one or more Great Rivers United Way events or programs.

Please check the event(s)/program(s) and sponsorship level(s) that apply below:

- |   |                             |                               |                               |                               |                               |                                |
|---|-----------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|--------------------------------|
| <input type="radio"/> Annual Celebration  | <input type="radio"/> \$500 | <input type="radio"/> \$1,000 | <input type="radio"/> \$2,500 | <input type="radio"/> \$5,000 |                               |                                |
| <input type="radio"/> Legacy Lunch        | <input type="radio"/> \$500 | <input type="radio"/> \$1,000 | <input type="radio"/> \$2,500 | <input type="radio"/> \$5,000 |                               |                                |
| <input type="radio"/> Day of Caring       | <input type="radio"/> \$500 | <input type="radio"/> \$1,000 | <input type="radio"/> \$2,500 | <input type="radio"/> \$5,000 |                               |                                |
| <input type="radio"/> Kick-off Breakfast  | <input type="radio"/> \$500 | <input type="radio"/> \$1,000 | <input type="radio"/> \$2,500 | <input type="radio"/> \$5,000 |                               |                                |
| <input type="radio"/> Whodunnit Dinner    | <input type="radio"/> \$500 | <input type="radio"/> \$1,000 | <input type="radio"/> \$2,500 | <input type="radio"/> \$5,000 | <input type="radio"/> \$7,500 | <input type="radio"/> \$10,000 |
| <input type="radio"/> Imagination Library |                             | <input type="radio"/> \$1,000 | <input type="radio"/> \$2,500 | <input type="radio"/> \$5,000 |                               |                                |
| <input type="radio"/> Read to Success     |                             |                               |                               | <input type="radio"/> \$5,000 |                               |                                |
| <input type="radio"/> Born Learning Trail |                             |                               | <input type="radio"/> \$2,500 |                               |                               |                                |
| <input type="radio"/> Poverty Simulation  | <input type="radio"/> \$500 | <input type="radio"/> \$1,000 |                               |                               |                               |                                |

Other Event/Program \_\_\_\_\_ Amount \$ \_\_\_\_\_

Business/Organization Name \_\_\_\_\_

Contact Person \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Check enclosed payable to Great Rivers United Way

Please invoice us.

Signature \_\_\_\_\_ Date \_\_\_\_\_

Return via mail:

Great Rivers United Way  
ATTN: Event/Program Sponsorship  
1855 E. Main St.  
Onalaska, WI 54650

Return via email:

Autumn Grooms  
agrooms@gruw.org



Great Rivers United Way

SPONSORSHIP BENEFITS		INVESTOR \$5,000 1 available	IMPACTOR \$2,500 3 available	SUPPORTER \$1,000 Unlimited	FRIEND \$500 Unlimited
Annual Celebration Legacy Lunch Kick-Off Breakfast	Number of Tickets	1 VIP Table	1 Table	2	
	Recognition on Event Invitation	Logo	Logo	Logo	
	Recognition in E-newsletter	Logo	Logo	Logo	X
	Recognition on Event Landing Page	Logo	Logo	X	X
	Recognition on Print Materials	Logo	Logo	X	X
	Recognition in Press Release(s)	Logo	X		
	Recognition on Social Media	Logo	X	X	
	Recognition in Annual Report	X	X	X	X
	Verbal Recognition During Event	X	X		
	Recognition as Presenting Sponsor	X			
	Opportunity to Speak on Stage	X			
	Display Table in Foyer	X			

SPONSORSHIP BENEFITS		INVESTOR \$5,000 1 available	IMPACTOR \$2,500 3 available	SUPPORTER \$1,000 Unlimited	FRIEND \$500 Unlimited
Day of Caring	Recognition in E-newsletter	Logo	Logo	X	
	Recognition on Event Landing Page	Logo	Logo	X	
	Recognition in Press Release	Logo	X		
	Recognition on Social Media	Logo	X		
	Recognition in Annual Report	X	X	X	X
	Verbal Recognition During Event	X	X		
	Recognition as Presenting Sponsor	X			
	Early Access to Project Registration	X			
	Recognition on Event T-shirt	X	X	X	X

SPONSORSHIP BENEFITS		CHAMPION \$10,000 1 available	VISIONARY \$7,500 3 available	INVESTOR \$5,000 5 available	IMPACTOR \$2,500 Unlimited	SUPPORTER \$1,000 Unlimited	FRIEND \$500 Unlimited
Whodunnit Dinner	Number of Tickets	2 VIP Tables	1 VIP Table	1 Table	4	2	
	Recognition on Event Invitation	Logo	Logo	Logo	Logo		
	Recognition in E-newsletter	Logo	Logo	Logo	Logo	X	X
	Recognition on Event Landing Page	Logo	Logo	Logo	Logo	X	X
	Recognition on Print Materials	Logo	Logo	Logo	X	X	X
	Recognition in Press Release(s)	Logo	X	X	X		
	Recognition on Social Media	Logo	Logo	Logo	X	X	
	Recognition in Annual Report	X	X	X	X	X	X
	Verbal Recognition During Event	X	X				
	Recognition as Presenting Sponsor	X					
	Opportunity to Speak on Stage	X					
Display Table in Foyer	X						

**For more information, please contact:**  
 Autumn Grooms, Development Director  
 agrooms@gruw.org | (608) 796-1400, ext. 104 | www.gruw.org/sponsorships



Great Rivers United Way