

# SPONSORSHIP OPPORTUNITIES



**UNITED IS THE WAY**

## New Event! Radio-a-thon February 19

UWSWMN is thrilled to announce a partnership with Marshall Radio to host the RADIO-A-THON, reminiscent of the United Way Tele-a-thon from years past. This event will occur on February 19th from 7:00 AM to 4:00 PM, and community partners, board members, and special guests will inspire and uplift listeners throughout the day.

This inaugural event will provide opportunities for 10 fortunate sponsors, who will receive extensive promotional advertising 2-3 weeks before the event, ensuring maximum visibility. They will also be recognized on UWSWMN's website and social media platforms, further enhancing their visibility. Each sponsor will also have a designated "star hour" during the Radio-a-thon.

### Red Sponsorship

- Recognition as **RED** level Sponsor.
- Promoted on all flyers, email, social media, website, and electronic marketing.
- Promotional advertising 2-3 weeks across all stations before the event (over 900 promotional spots)
- Star sponsor for one hour during the event.
  - We will try to accommodate your time slot request between 7 AM and 4 PM, but it's not guaranteed. \_\_\_\_\_

**Value: \$500**

### Yellow Sponsorship

- Recognition as **YELLOW** level Sponsor.
  - All items listed in **Red** level Sponsor Plus the option to
    - Be on the air live during your Star hour
- Or
- Match all donations up to \$500 for the hour.

**Value: \$1000**

### Blue Sponsorship

- Recognition as **BLUE** level Sponsor.
- All items listed in **Red** and **Yellow** level Sponsor
- Listed as **Yellow** level Sponsor for one of the following events
  - Brau Brothers Beer Pairing Dinner
  - Power of the Purse

**Value \$2000**

# United Way of Southwest Minnesota Sponsorship Levels



## UNITED IS THE WAY

List Sponsorship Name/Company as it should appear in the event publications and social media.

Name: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

### I will sponsor the event(s) at level(s) indicated below:

#### Power of the Purse – 5/1/25

- \$500 Red Level
- \$1000 Yellow Level
- \$2500 Blue Level

#### Brau Brothers Beer Pairing Dinner 1/17/25

- \$500 Red Level
- \$1000 Yellow Level
- \$2500 Blue level

#### Stuff the Bus – August 2025

- \$500 Red Level
- \$1000 Yellow Level
- \$2500 Blue Level

#### Radio-a-thon 2/19/25

- \$500 Red Level
- \$1000 Yellow Level
- \$2000 Blue level
  - Beer Pairing Dinner
  - Power of the Purse

#### New Event with Chef Walker TBA

- \$500 Red Level
- \$1000 Yellow Level
- \$2500 Blue level

### Payment Method:

- Payment is enclosed.
- Please invoice me at the address listed above

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

Payment can be sent to:  
UWSWMN  
PO Box 41  
Marshall MN 56258

For more information contact:  
Kate Bingen at 507-929-2273 or  
[Kate.Bingen@unitedwayswmn.org](mailto:Kate.Bingen@unitedwayswmn.org)

We consider in-kind donations related to sponsorship levels and their values on a case-by-case basis.  
All sponsorships received will support the local initiatives of the United Way of Southwest Minnesota.