



# OVER THE EDGE SPONSORSHIPS

# 2025





## ABOUT OVER THE EDGE

Over the Edge is an exhilarating fundraising event featuring up to 97 daring participants, each striving to raise a minimum of \$1,000. In return, these brave individuals get the unique opportunity to rappel 50 feet down the Cape Fear Valley Medical Arts Center in Downtown Fayetteville. This thrilling experience is designed to support United Way of Cumberland County's (UWCC) mission of raising \$100,000 to enhance the quality of life in Cumberland County by addressing critical community needs, including education, health, financial stability, and basic necessities.

This year, we are excited to partner with the Fayetteville Dogwood Festival, making Over the Edge a sanctioned event held annually in April. The 2025 Dogwood Festival, celebrating its 43rd year, promises extraordinary entertainment, family-friendly activities, delicious food, and beloved community traditions in Downtown Fayetteville. This weekend event attracts over 200,000 attendees each year, offering an incredible platform for visibility and community engagement.



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# Toss Your Boss

If you have a manager who has pushed you to your limits, now is the perfect time to return the favor! Form a #UWCC TossYourBoss Team to enjoy some fun workplace camaraderie while raising money for a great cause. Follow these easy steps:

1. Get your boss to agree to rappel or go into the chicken coop and raise matching funds to avoid rappelling.
2. Organize your co-workers to raise \$2,500 to send your boss Over the Edge.
3. Visit [our website](#).
4. Share your registration link with family and friends.
5. On April 13, 2024, visit the Cape Fear Valley Medical Arts Center to cheer as your boss goes Over the Edge!

Companies and organizations that participate in Toss Your Boss and raise \$2,500 will receive sponsorship recognition at the event and in pre-event communications. Benefits include:

- Logo placement on the UWCC website for Over the Edge advertising
- Logo placement and a shout-out in one issue of our email newsletter sent to rappellers





# Sponsorships Packages

## Apex

**\$10,000 - 1 Opportunity**

- 1 Extra Day-of-Event Rappel spot
- 1 VIP Rappel Spot
- Opportunity to Speak at Event
- Logo on Helmets and T-Shirt
- Special Feature in the event newsletter
- 1 Additional Social Media mention
- Everything in Summit

## Summit

**\$5,000 - 5 Opportunities**

- 1 Extra Day-of-Event Rappel spot
- Choice of: Rope, Landing Zone or Video Sponsor for Over the Edge
- Logo on all Promotional and Event Material
- Mentioned at Opening Remarks
- Verbal mentions from the DJ throughout the event
- Highlighted in the event newsletter
- Opportunity to showcase your services/products
- Everything in Base Camp

## Base Camp

**\$2,500 - 6 Opportunities**

- 1 Day-of-Event Rappel spot
- Choice of: Chicken Coop, Waiting Area, Food, or Photo Booth Sponsor for Over the Edge
- Logo on promotional material
- Everything in Edge

## Edge

**\$1,000 - 10 Opportunities**

- 1 Separate Social media mention
- Company acknowledgment on Day-of-Event materials
- Everything in Land

# Sponsorships Packages

## Land

### \$500 - 10 Opportunity

- Logo featured in thank you acknowledgments and on the event website with a clickable link until next year
- Acknowledgement at event
- Opportunity to include promotional items in the goody bag

## In-Kind

### 1 Opportunity Each

- T-shirts for Volunteers
- MC for Event
- Room for Over the Edge Staff
- Photo/Video
- Bags for Rappelers
- Portable Toilets

## Why

### Sponsor Over the Edge?

- Increase your brand's visibility through positive media impressions.
- Reinforce your company's reputation as a good corporate citizen.
- Support the leading non-profit with the greatest local impact.
- Feel good knowing you're not only getting value but giving value.

## Benefits

### for in-kind sponsorships

- Logo featured in thank you acknowledgments and on the event website with a clickable link until next year
- Logo on item donating and acknowledgement at event
- Opportunity to include promotional items in the goody bag
- 1 Separate Social media mention

**United  
Way**



## **United Way of Cumberland County**

### **Contact Us**

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