



OVER THE EDGE SPONSORSHIPS

APRIL 26, 2025



ABOUT OVER THE EDGE

Over the Edge is an exhilarating fundraising event featuring up to 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 funds 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.

Participating Ideas at Work

Over the Edge is an exciting and unique fundraising event where participants rappel down a multi-story building to support United Way of Cumberland County. This thrilling experience happens in April, in conjunction with the Dogwood Festival, attracting attention from the local community and beyond. To participate, individuals must raise a minimum of \$1,000, with all proceeds going to support vital community programs and initiatives. These ideas help ensure anyone can participate in the once in a life time event!

Raffle Entry:

You can engage your employees and customers by offering raffle tickets for a chance to go Over the Edge.

Matching Gift Program

You can implement a matching gift program where you match the donations made by your employees to sponsor someone going Over the Edge.



Sponsorships Packages

Apex

\$10,000 - 1 Opportunity

- 10 Rappel spot
- 10 VIP Tent Access Bands
- Opportunity to Speak at Event
- Logo on Helmets and T-Shirt
- Special Feature in the event newsletter
- 2 Social Media post
- Logo on all Promotional and Event Material
- Mentioned at Opening Remarks
- Verbal mentions from the DJ throughout the event
- Opportunity to showcase your services/products
- Opportunity to include promotional items in the goody bag
- Logo featured in thank you acknowledgments and on the event website with a clickable link until next year

Summit

\$5,000 - 5 Opportunities

- 5 Rappel spot
- 5 VIP Tent Access Bands
- 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
- Opportunity to include promotional items in the goody bag
- Logo featured in thank you acknowledgments and on the event website with a clickable link until next year
- 1 Social Media post

Base Camp

\$3,000 - 6 Opportunities

- 3 Rappel spot
- 3 VIP Tent Access Bands
- Choice of: Chicken Coop, Waiting Area, Food, or Photo Booth Sponsor for Over the Edge
- Logo on promotional material
- 1 Social media post
- Company acknowledgment on Day-of-Event materials
- Opportunity to include promotional items in the goody bag
- Logo featured in thank you acknowledgments and on the event website with a clickable link until next year
- Acknowledgement at event

Edge

\$1,000 - 10 Opportunities

- 1 Rappel spot
- 1 VIP Tent Access Bands
- 1 Separate Social media mention
- Company acknowledgment on Day-of-Event materials
- Opportunity to include promotional items in the goody bag
- Logo featured in thank you acknowledgments and on the event website with a clickable link until next year
- Acknowledgement at event

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

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 26, 2025, 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



Your Community Impact 2023

United Way of Cumberland County strives to improve the quality of lives in Cumberland County by addressing critical human needs. Your support in 2023 helped us make a difference in our community.

1,947

Individuals and families benefited from programs that strengthen children's ability to succeed in school from kindergarten to college. This is accomplished by helping youth and families succeed.

120,424

Individuals and families benefited from programs that provide access to emergency food, safe shelter, and other critical needs. 70,000 meals were packed during our annual Meal Packing Event.

10,780

Individuals and families benefited from programs that provide access to health care and wellness education, which help them manage and prevent chronic physical and mental illnesses.

984

Individuals and families benefited from programs that support employment preparation and financial self-sufficiency, giving them the tools to live independently.

171,013

Individuals and families, were served through 19 locally funded programs and services, including over 22,281 military individuals and families.



United Way of Cumberland County

www.unitedway-cc.org

Contact Us

Scott Embry
Executive Director / CEO
scottembry@unitedway-cc.org
910-483-1179 x 222

Ashlee Pearson
Director of Development
ashleepearson@unitedway-cc.org
910-483-1179 x 225

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