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United Way of
Cumberland County



SPONSORSHIP GUIDE

United Way's Meal Packing Event

August 22, 2024

WHAT IS MEAL PACKING?

United Way is thrilled to partner with Meals of Hope for our annual meal packing event. This initiative is designed to bring communities together with the shared goal of fighting hunger. The event is an inclusive effort, supported by school groups, religious organizations, corporations, and any other group looking to make a meaningful impact in their community.

Event Details:

- **Date:** August 22
- **Time:** 11 a.m. to 1 p.m.
- **Location:** Crown Expo Center
- **Goal:** Pack 70,000 meals for those in need in Cumberland County
- **Beneficiaries:** The non-profits that will accept the meals are yet to be determined.

Last year, with the help of over 300 dedicated volunteers, we packed 70,000 meals, surpassing our initial goal of 60,000. These meals were donated to Fayetteville Urban Ministry and Catholic Charities, making a significant impact in our community.



Sponsorship Opportunities

Support United Way's Meal Packing Event and make a significant impact in the fight against hunger in Cumberland County. Your sponsorship not only helps us achieve our goal of packing 70,000 meals but also enhances your organization's visibility and community involvement. Below are our available sponsorship packages and additional opportunities to contribute.

Raffle Sponsors

Benefits: Recognition based on the value of the contribution. Benefits will be tailored accordingly and may include logo placement, media acknowledgment, and more.

Impact: Varies based on the value of the in-kind contribution, contributing towards the overall meal goal.





T-Shirt Sponsor YELLOW CRAYONS

Number of Available Spots: 0

Benefits:

- **Logo placement:** On the event T-shirts.
- **Social media:** Featured post on United Way's social media.

Award Sponsor - \$500

Number of Available Spots: 1

Benefits:

- **Recognition:** Mentioned during the award presentation.
- **Social media:** Featured post on United Way's social media.

Transportation Sponsor - \$500

Number of Available Spots: 1

Benefits:

- **Recognition:** Mentioned during the event.
- **Social media:** Featured post on United Way's social media.

Children's Backpack Program Sponsor - \$500

Number of Available Spots: Unlimited

Benefits:

- **Event Presence:** You will receive special mention during the event and on signage by the Donation Boxes.
- **Social media:** Featured post on United Way's social media.
- **Impact:** Your contribution will go directly to this program.

Bronze Sponsor - \$1,000

Number of Available Spots: 10

Benefits:

- **Logo placement:** Your logo will appear on event materials, including banners and flyers.
- **Event presence:** Mentioned in the event's opening remarks.
- **Listing:** Featured in United Way's newsletter and on the website.
- **Volunteer engagement:** Two complimentary volunteer spots reserved.
- **Impact:** This contribution will provide 3,125 meals for people in need.





Silver Sponsor - \$2,500

Number of Available Spots: 5

Benefits:

- **Logo placement:** Your logo will appear on event materials, including banners, flyers, T-shirts, and social media.
- **Event presence:** Mentioned in the event's opening remarks.
- **Listing:** Featured in United Way's newsletter and on the website.
- **Volunteer engagement:** Three complimentary volunteer spots reserved.
- **Impact:** This contribution will provide 7,813 meals for people in need.

Lunch Sponsor - \$3,000

Number of Available Spots: 1

Benefits:

- **Recognition with Lunch:** Signage and verbal acknowledgment.
- **Marketing materials:** Inclusion in all event marketing materials.
- **Social media:** Featured post on United Way's social media..

Gold Sponsor - \$5,000

Number of Available Spots: 3

Benefits:

- **Logo placement:** Featured on event materials, including banners, flyers, T-shirts, and social media.
- **Media coverage:** Acknowledgment in press releases and media coverage.
- **Event presence:** Mentioned in the event's opening and closing remarks.
- **Dedicated spotlight:** Featured in United Way's newsletter and on the website.
- **Volunteer engagement:** Five complimentary volunteer spots reserved.
- **Impact:** This contribution will provide 15,625 meals for people in need.





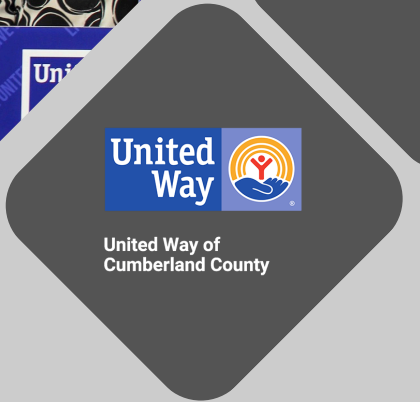
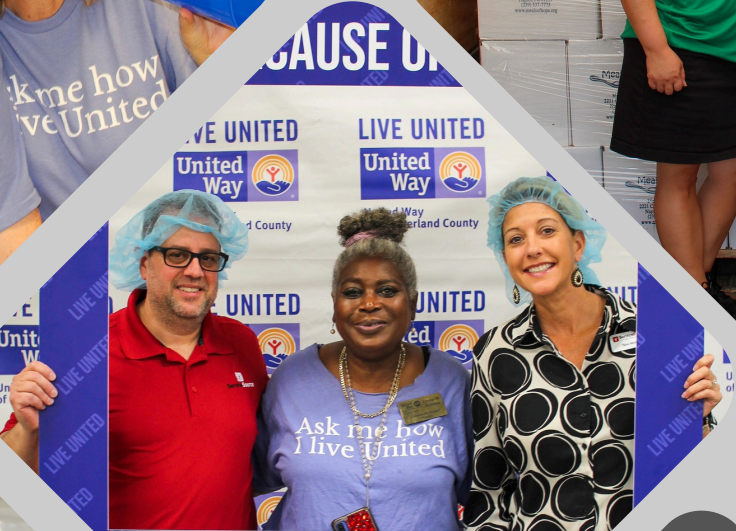
Title Sponsor - \$10,000

Number of Available Spots: 1

Benefits:

- **Exclusive naming rights:** The event will be named in your honor, e.g., "United Way Meal Packing Event presented by [Sponsor's Name]."
- **Prominent logo placement:** Your logo will be featured on all event materials, including banners, flyers, T-shirts, and social media.
- **Media coverage:** Acknowledgment in all press releases and media coverage.
- **Event presence:** Opportunity to speak at the event kickoff.
- **Dedicated spotlight:** Featured in United Way's newsletter and on the website.
- **Volunteer engagement:** Ten complimentary volunteer spots reserved.
- **Impact:** This contribution will provide 31,250 meals for people in need.

PICTURES FROM 2023



**United
Way**



**United Way of
Cumberland County**

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