

GIVE. ADVOCATE. VOLUNTEER.
LIVE UNITED™



United Way of Washington County

Marketing Manual

2009-2010



Are you looking for a **unique** way to market **your company** and **give back to your community**?

United Way of Washington County works to create change within our community by partnering with 26 local non-profit agencies and funding 40-plus programs geared towards accomplishing our mission, vision and values.

But where do we get our funds? United Way has long been THE workplace non-profit. In 2008 we partnered with over 180 Washington county companies to run workplace giving campaigns and to garner corporate gifts, volunteers and support to accomplish our mission.

By partnering with United Way on their key events, your company has the opportunity to market to all of these companies as well as the greater Washington County area.

United Way events are extremely public, extremely popular and extremely present in local media.



Campaign Kick-off

United Way kicks off its annual fundraising campaign in a BIG way! With a night of food, giveaways, baseball and fun at Municipal Stadium! Oh, and a post-game goal unveiling and fireworks!

By partnering for the kick-off, your company message will reach 300-plus United Way supporters... and all of the other fans in attendance at the game. The 2008 kick-off game held the season attendance record!

August 28, 2009

5:30 p.m.

Municipal Stadium



United Way volunteers hand out Live United t-shirts to fans at the Hagerstown Suns game.

Exclusive Sponsorship Includes:

- A. Company Name listed as the exclusive sponsor of the event in:
 - 1. Press releases and newspaper articles.
 - 2. Radio advertisements; radio and television coverage
 - 3. Pre-event print advertising (i.e. Herald-Mail, Hagerstown Magazine, etc.) as well as the invitation for the picnic that goes to all United Way supporters.
 - 4. Co-branding as part of the Hagerstown Suns game promotional blitz.
- B. Special Event Day Promotion
 - 1. Company signage in picnic area, providing company awareness to the 300+ United Way supporters, in addition to everyone else at the game.
 - 2. Company logo on entrance giveaway item, which will be available for the first 1,000 Hagerstown Suns fans.
 - 3. Company name recognition in all in-game announcements regarding United Way kick-off party.
- C. Investment: \$4,000

Partial Sponsorship includes:

- A. Company name mentioned as the kick-off co-sponsor in some media
 - 1. Press releases and newspaper articles.
 - 2. Radio advertisements
 - 3. Logo placements on all of the pre-event print advertising (i.e. Herald-Mail, Hagerstown Magazine, etc.) as well as the invitation for the picnic that goes to all United Way supporters.
- B. Special Event day Promotion
 - 1. Co-signage in the picnic area, giving the 200+ United Way supporters at the event sponsor awareness, in addition to everyone else at the game.
 - 2. An entrance giveaway will be available for the Hagerstown Suns fans. This giveaway will have the Hagerstown Suns logo, the United Way logo and all of our co-sponsor logo's.
- C. Investment: \$1,350



Day of Caring

This one-day event puts 600+ caring volunteers out into the county to help out local non-profit agencies, as well as local elderly and disabled families who need work on their homes.

October 7, 2009

7:30 a.m.

ARCC at Hagerstown Community College

Exclusive Sponsorship includes:

- A. Company Name listed as the exclusive sponsor of the DOC events



1. Pre-event breakfast

- i. This event is held at the ARCC at Hagerstown Community College in the morning, bringing all of the teams together for fellowship and food before the real work begins.

2. Day of Caring

- i. Support the project supplies, lunches, t-shirts and advertising and promotion.

3. Night of Sharing

- i. This reception is held approximately a month after DOC, bringing volunteers and recipients together again to share experiences.

- B. Company name listed as the exclusive sponsor on all pre-event publicity

1. Name and logo on all printed materials (invitations, fliers, schedules/maps)

2. Name and logo on all advertising

3. Company name and logo on all advertising

4. Banner/signage from your company posted at the breakfast and Night of Sharing

5. Acknowledgement and speaking opportunity at Day of Caring

breakfast and follow-up Night of Sharing

6. Table for company information and collateral at all events.

7. Prominent logo placement on Day of Caring t-shirts, which are worn by all Day of Caring volunteers

8. Ongoing promotion of your sponsorship through various United Way marketing efforts

Your investment: \$13,000



Partial Sponsorships Include:

A. Breakfast sponsorship

1. Help feed over 500 hungry volunteers before they head off to do good work for the day!
2. Company name listed as breakfast sponsor on all pre-event publicity

SOLD

3. Company name and logo listed as breakfast sponsor on all printed materials.
4. Banner/signage from your company posted at the Breakfast site.
5. Acknowledgement at Day of Caring Breakfast as sponsor.
6. Logo placement on Day of Caring t-shirts

B. Your investment: \$3,000



Volunteers gather at the ARCC for breakfast and a rally.



Born Learning Fest

The Born Learning Fest is a free, fun-filled event open to the community. The goal of the fest is to model activities that parents can do with their child every day to enhance early learning. The events include educational games, crafts, entertainment and giveaways. Situated in the University Plaza Park in downtown Hagerstown, this event is offered to all families and children, regardless of their income or transportation difficulties.

October 3, 2009

10 a.m.

University Park Plaza



Exclusive Sponsorship Includes:

- A. Company name and logo on all printed materials (invitations, posters, fliers, schedules/maps) for the Fest.
- B. Company name and logo on all advertising.
- C. Company name listed as exclusive sponsor on all pre-event publicity.
- D. Banner/signage including your company name and logo at stage area, entrance gates and/or food tent.
- E. Acknowledgement and speaking opportunity from stage as 'Exclusive sponsor' at the Born Learning Fest.
- F. Your company brochure and an opportunity to place a promotional item provided by your company in the event goodie bag given to attendees.
- G. Acknowledgement on United Way website as 'Exclusive Sponsor' of fest.
- H. On-going promotion of your sponsorship of the Born Learning Fest through various United Way marketing efforts, such as website, newsletters and other advertisements.
- I. Your investment: \$5,000



Murder Mystery Dinner

The Murder Mystery dinner is a fundraising event held during the campaign. This fun, interactive evening includes dinner, a show... and a **murder?**

Exclusive Sponsorship Includes:

- A. Company name listed as exclusive sponsor on all pre-event publicity
- B. Company name and logo on all printed materials (invitations, posters, fliers, schedules/maps) for the event.
- C. Company name and logo on all advertising
- D. Banner/signage from your company posted at the event
- E. Acknowledgement of sponsorship at the event
- F. Table of 8 for the event
- G. Ongoing promotion of your sponsorship through various United Way marketing efforts

Your investment: \$5,000



Leadership Reception

This event is to honor all of our top donors. Not only is this group incredibly generous, they also happen to be some of the most prominent people in our community. Held in 2009 at the beautiful new Academy Theater & Banquet Center, this event will showcase local talent and great food!

November 12, 2009

Academy Theater and Banquet Center

Exclusive Sponsorship Includes

- A. Company name listed as exclusive sponsor on the event
- B. Company name and logo on all printed materials (invitations, programs, etc.)
- C. Banner/signage from your company displayed at the entrance to the event
- D. Marketing Table at event for company displays, collateral and staffing
- E. Four Tickets to the event
- F. Investment: \$3,500

Partial sponsorships include:

- SOLD**
- A. Cocktail area
 - 1. Signage on the bar
 - 2. Collateral available on the bar
 - 3. Two tickets to the event
 - B. Investment \$1,000



Online Auction

The Tri-State Lives United Online Auction is a yearly fundraising event that increases awareness for the four local participating United Ways, in addition to some revenue to the campaigns. This event involves an 8-day online auction, with a one-hour primetime feature on NBC25. This event is highly publicized and includes about \$20,000 worth of pre-event advertising on NBC25.

Exclusive Sponsorship Includes:

1. Electronic Marketing
 - A. Banner and sidebar advertisements on the cMarket web site
 - B. Weekly Email blasts during the auction
 - C. Logo featured on United Way's web site during the month of December
 - D. Partner agency email lists and web sites
2. NBC25 Marketing
 - A. Recognized as a Presenting Sponsor on a minimum of 30 promotional spots
 - B. Logo displayed in the background during the one-hour live United Way Auction show.
 - C. Two 30 second sponsor highlights during the one-hour live United Way Auction show
 - D. Exclusive opportunity to talk about your organization and the different ways you *LIVE UNITED*.
 - E. Recognized as a presenting sponsor on Your4State.com auction content area
3. Additional Marketing
 - A. Advertisement placements within printed materials distributed through the Tri-State region
 - B. A special LIVE UNITED Post-Auction Thank you article in Hagerstown Magazine featuring YOUR COMPANY
 - C. Local Newspapers Coverage
 - D. In-store marketing across the tri-state area.
 1. Each vendor who donates an item to the auction will receive collateral material for display in their places of business.
4. Your investment: \$5,000



Partial Sponsorship Includes:

1. Electronic Marketing
 - a. Advertisements on the cMarket web site
 - b. Mention in weekly Email blasts during the auction
2. NBC25 Marketing
 - a. Recognized as a co-Sponsor on a minimum of 30 promotional spots
 - b. Logo displayed in the background during the one-hour live United Way Auction show.
 - c. Recognized as a co-sponsor on Your4State.com auction content area
3. Additional Marketing
 - a. Logo placements within printed materials distributed through the Tri-State region
 - b. A special LIVE UNITED Post-Auction Thank you article in Hagerstown Magazine featuring YOUR COMPANY
 - c. In-store marketing across the tri-state area.
 1. Each vendor who donates an item to the auction will receive collateral material for display in their places of business.
4. Your investment: \$1,000

Campaign Finale

Sponsor the biggest United Way party of the year! This luncheon and awards ceremony celebrates the end of the yearly fundraising campaign with style! During this event we unveil how much the campaign raised and celebrate everyone who helped.

Exclusive Sponsorship Includes:

- A. Company name listed as exclusive sponsor on all pre-event materials
- B. Company name and logo on all printed materials (invitations, programs, fliers, schedules/maps) for the event
- C. Company name and logo on all advertising
- D. Banner/signage from your company listed at the finale.
- E. Acknowledgement and speaking opportunity at the finale.
- F. Table for company information and collateral at breakfast and Night of Sharing
- G. Table of 8 for the finale
- H. Ongoing promotion of your sponsorship through various United Way marketing efforts
- I. Your investment: \$3,500



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