

LIVE UNITED



Routt County United Way

**CORPORATE PARTNER PROGRAM
2021**

Advancing the Common Good in Routt County



Routt County United Way

CORPORATE PARTNER PROGRAM 2021

ROUTT COUNTY UNITED WAY

Routt County United Way (RCUW) is your community leader in health and human services. We improve lives by mobilizing the caring power of our community and unite with our nonprofit partners to provide resources for all individuals to achieve their human potential. Our mission is to unite people, ideas, and resources to advance the common good in education, financial stability, and health.

WHY UNITED WAY?

RCUW focuses on the most critical health and human services needs in our community. Routt County cost of living is 3x higher than the national average. Over 30% of our population lives below the self-sufficiency standard to meet basic needs. That's where we come in.

Our partnership with 21 member agencies help us identify the core problems in our community and champion solutions that have proven most effective.



The United Way brand is one of the top three most recognized nonprofits in the United States. Your local United Way is undergoing a new strategy to engage donors in Routt County. There are several opportunities for your business to partner with us and gain recognition throughout the community.

Please join us as we make a difference in people's lives. Together, we will make Routt County strong.

PARTNER WITH US

All Corporate Sponsors receiving the following:

- Logo feature in email newsletter - 3,000 people reached monthly
- Logo feature on our website - 600 views per week

Contact Kate Nowak, 970-879-5605 or kate@routtcountyunitedway.org, to discuss your opportunity.



Routt County United Way

\$12,000

- Quarterly spotlights,
- Special logo features,
- 5 Women United memberships,
- Free admissions to events,
- Social media visibility,
- And more.

PRESENTING SPONSOR

ROUTT COUNTY UNITED WAY PRESENTING SPONSOR

New this year, the Presenting Sponsor is your ticket to providing maximum support to our organization while amplifying your community support and gaining maximum local outreach. The presenting sponsor was developed to provide Routt County United Way the access to year-round sponsor support as we transition our focus on year-round giving. Any Workplace Giving contributions made by staff or company match will be honored as part of the sponsorship contribution.

WHY BE OUR PRESENTING SPONSOR?

- Sponsor will get a quarterly spotlight in our email newsletter, reaching 3,000 monthly, to include logo and written testimonial of why you support Routt County United Way. Marketing demographics will be made available to presenting sponsor for strategic messaging
- Sponsor receives five Women United memberships
- Sponsor logo featured in annual report with written testimonial of why you support Routt County United Way
- Sponsor logo featured at the top of our sponsor list and on all digital and print impact area advertising in 2021
- NEW "State Of The Community" event exclusive to Routt County United Way. Sponsor will have logo exposure on all print and digital advertising, plus exposure at the in-person event.



Contact Kate Nowak, 970-879-5605 or kate@routtcountyunitedway.org, to discuss your opportunity.

PO BOX 774005 STEAMBOAT SPRINGS, CO 80477 | ROUTTCOUNTYUNITEDWAY.ORG | 970-879-5605



Routt County United Way

DAY OF CARING

Each spring, volunteers take part in projects that help individuals and non-profit agencies in need. In 2019, more than 250 volunteers helped 40 projects across Routt County. Projects range from dusting the shelves of the Tread of Pioneers Museum, to raking leaves at Integrated Community, to painting a fence at a child care center.

This year's projects will include gardening, landscaping, and small improvements for nonprofit and government entities, as well as projects to assist disabled and elderly who live independently. All projects that are of need to due physical or financial limitations are considered.

The Day of Caring will be scheduled following all county health guidelines. The tentative schedule will begin at 9:00am on May 19, and end at 12:00pm. A complimentary lunch is TBD due to gathering restrictions.

GOLD LEVEL SPONSOR \$3,000

- Gold level sponsor will receive their logo featured on our 2021 Day of Caring LIVE UNITED T-Shirt, distributed to over 200 volunteers
- Sponsor will be listed in Day of Caring Pilot ads.
- Sponsor will be recognized as Gold Level sponsor during our awards luncheon and will be given time to make announcements
- Sponsor will be listed in our annual report
- Sponsor logo will be featured on RCUW website as corporate partner
- Sponsor logo will be in emailed newsletters leading up the event

SILVER LEVEL SPONSOR \$1,500

- Sponsor will be listed in Day of Caring ads
- Sponsor will be recognized as Silver Level sponsor during our awards luncheon
- Sponsor will be listed in our annual report
- Sponsor logo will be featured on RCUW website as corporate partner
- Sponsor logo will be in emailed newsletters leading up the event





Routt County United Way

RALLY FOR ROUTT

Partner with us on our first spring Rally for Routt match day, a dedicated fundraising radiothon spotlighting local individuals and agencies who have been impacted by Routt County United Way. This is a new and critical fundraiser to our yearly campaign that will advance Routt County United Way's impact in the community. These opportunities are important to our donors who know that when they give on a match day, their dollar goes further to make an even greater impact.

SPRING 2021 - RALLY FOR ROUTT \$5,000 MATCH

- Sponsor's name and logo in radio and print ads prior to the event
- Exclusive radio interviews with Brian Harvey of Steamboat Radio day of broadcasted to local radio stations
- Social media spotlights
- Sponsor logo will be featured on RCUW website and in emailed newsletters leading up the event, gaining awareness of 3,000 Routt County residents
- Sponsor will be listed in our annual report





Routt County United Way

STATE OF THE COMMUNITY

JULY 2021

New this year Routt County United Way presents State of the Community, an informative event educating on the current state of the health and human sector of Routt County while acknowledging and celebrating Routt County United Way partners and givers.

State of the Community will be an exclusive event for Routt County United Way top donors and select partners while anticipating restriction on in-person gatherings. In future years, State of the Community will invite community businesses, government, nonprofits, and donors to join us as we recognize a wide range of Routt County organizations and individuals coming together to mobilize change.

Our inaugural State of the Community will be held in July at a home or outdoor venue and will include bites, drinks, a time for connection, and small program of recognition. Program highlights include an introduction from sponsor, keynote speaker, local spotlight on the health and human service of the community, partner recognition, and donor thank you. Please join us for this inspiring event.

STATE OF THE COMMUNITY SPONSOR - \$2,000

- Sponsor will be listed in advertisements leading up to the event
- Sponsor will be recognized during the program and will give the opening remarks
- Sponsor will have banner space at the event
- Sponsor will be listed in our annual report
- Sponsor logo will be featured on RCUW website and in emailed newsletters leading up the events





Routt County United Way

\$20K DAY

SEPTEMBER 10, 2021

Partner with us on our biggest fundraising events of the year. Routt County United Way will greet customers in front of your business while ask for supporting donations. These fundraisers are critical to our yearly campaign goal and drive 25% of our annual funds raised. Your sponsorship will help achieve our goal by matching donations.

\$20K DAY WITH \$10,000 MATCH - SOLD OUT

- Sponsor's name and logo in Steamboat radio ads five days prior to event
- Sponsor's logo featured in Steamboat Pilot print and digital prior to the event
- Exclusive radio interviews with Brian Harvey of Steamboat Radio day of broadcasted on local radio stations
- Sponsor logo will be featured on RCUW website and in emailed newsletters leading up the event, gaining awareness of 3,000 Routt County residents
- Sponsor will be listed in our annual report



PARTNER WITH US NEXT YEAR

Contact Kate, 970-879-5605 or kate@routtcountyunitedway.org, to discuss your 2022 opportunity.



Routt County United Way

COMMUNITY THANKSGIVING DINNER

NOVEMBER 25, 2021

Routt County United Way knows the importance of having a warm dinner on our national celebrated day of thanks. Traditionally this event is hosted in person at the Community Center serving an average of 800 Routt County residents. Even when in-person gatherings are not an option, we are proud to pivot and offer to-go meals if needed.

We coordinate 100% of food donations and volunteers to serve the community at the Steamboat Springs Community Center. This feel-good event truly helps those who do not have a place to go on Thanksgiving Day. We bring together elderly, singles, financially-strained, and families to provide a free meal, a sense of comradery, and joyful converstaions.

THANKSGIVING SPONSOR 2021 - \$2,000 - SOLD OUT

- Sponsor's logo will be on all print and digital advertisements
- Sponsor's banner may be hung inside the community center during dinner
- Sponsor will be given verbal recognition at dinner
- Sponsor logo will be featured on website and social media leading up to the event



A Plate Valley Company

Mountain Valley Bank

PARTNER WITH US NEXT YEAR

Contact Kate, 970-879-5605 or kate@routtcountyunitedway.org, to discuss your 2022 opporutnity.



Routt County United Way

WOMEN UNITED

Women United is an affinity group of Routt County United Way. Made up of a community of more than 100 local women, Women United are passionate about making an impact in our community.

The primary focus of Women United is to support one of Routt County United Way's impact goals: Early Childhood Education. In 2018, Women United brought the Dolly Parton Imagination Library to Routt County and have since registered over 800 children to receive free age appropriate books mailed directly to their home. Women United members continue to advocate for childhood literacy by organizing volunteer reading program in our local elementary schools and gathering school supplies for over 75 elementary school-aged children during their annual Backpacks & Bubbles event.

WOMEN UNITED PLATNUM LEVEL SPONSOR - \$1,000

- Sponsor logo will be featured on all Women United print and digital advertising material
- Sponsor logo will be featured on Routt County United Way website
- Sponsor will be given verbal recognition at Women United events
- Sponsor will be recognized in radio and pilot ads for featured Women United events and programs
- Sponsor gains two Women United memberships
- Invitation to participate in Women United events, volunteer opportunities, and seat on one of the Women United committees
- Rotating monthly spotlight in emailed newsletter, reaching 1,500 email exposures

WOMEN UNITED DIAMOND LEVEL SPONSOR - \$500

- Sponsor logo will be featured on all Women United print and digital advertising material
- Sponsor logo will be featured on Routt County United Way website
- Sponsor will be given verbal recognition at Women United events
- Sponsor gains one Women United membership
- Invitation to participate in Women United events, volunteer opportunities, and seat on one of the Women United committees

— ROUTT COUNTY UNITED WAY —
WOMEN UNITED[®]