



United Way of Treasure Valley

# 2023 Sponsorship Opportunity

## 7th Annual Holiday Helper Event

*Ensuring low-income students get what they really need during the holidays*



### YOUR REACH:

- Radio spots heard by tens of thousands of local residents
- Event attended by hundreds of United Way donors, corporate leaders, government officials, and volunteers of all ages
- United Way e-blasts emailed to thousands of donors, volunteers, and supporters
- Thousands of our social media "Followers" who are engaged with United Way's Facebook, Instagram, LinkedIn, and Twitter pages

**Holiday Helper Preview Night: Wednesday, November 8, 2023 4pm-6pm**

**Holiday Helper Main Event: Thursday, November 9, 2023 11am-1pm; 2pm-4pm; 5pm-7pm**

### About Holiday Helper:

This fun, festive, one-of-a-kind event hosted at Expo Idaho, has elevated United Way's traditional holiday event into a highly anticipated United Way partner celebration. Together, hundreds of volunteers gather from all over the valley; area businesses, government officials, nonprofit leaders, families, and individuals assemble much-needed holiday care packages to lift and support our Valley's 3,500 students currently experiencing homelessness (K-12th grades). These kits are filled with the essentials that tend to be forgotten during the busy holiday season.



### About Women United

#### United Way's Women Leadership Group

Each year, the members of Women United help make this event possible. The mission of Women United is to lift and support low-income students across the Treasure Valley by providing basic needs like food and hygiene items so children can thrive.

# 2023 Holiday Helper Sponsorship Levels



- Logo placement on United Way of Treasure Valley website event page
- Social Media Recognition on Facebook, X (Twitter), and Instagram
- Company name mention on radio stations during event promotion
- Recognition in event press release
- Logo placement on post-event video
- Logo on promotional materials
- Logo placement on-site at the event
- Opportunity to display three of your company's banners
- 20 tickets to the Holiday Helper Preview Night
- 30 of your company's representatives or clients are invited to participate in the Holiday Helper Main Event

## Winter Wonderland Sponsorship: \$5,000



- Logo placement on United Way of Treasure Valley website event page
- Social Media Recognition on Facebook, X (Twitter), and Instagram
- Logo placement on post-event video
- Logo on promotional materials
- Logo placement on-site at the event
- Opportunity to display two of your company's banners
- 10 tickets to the Holiday Helper Preview Night
- 15 of your company's representatives or clients are invited to participate in the Holiday Helper Main Event

## Let it Snow Sponsorship: \$2,500



- Logo Placement on United Way of Treasure Valley website event page
- Logo placement on-site at the event
- Opportunity to display one of your company's banners
- 4 tickets to the Holiday Helper Preview Night
- 8 of your company's representatives or clients are invited to participate in the Holiday Helper Main Event

## Jingle All the Way Sponsorship: \$1,000



- Logo Placement on United Way of Treasure Valley website event page
- Logo placement on-site at the event
- 2 tickets to the Holiday Helper Preview Night
- 4 of your company's representatives or clients are invited to participate in the Holiday Helper Main Event

## Ho, Ho, Ho Sponsorship: \$500