



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.

