

# 2025 Sponsorship Opportunities



**“It’s Not All About Raising Money...  
It’s About Helping Our Neighbors!”**

**UNITED WAY OF LARAMIE COUNTY  
1007 E. LINCOLNWAY, CHEYENNE, WY 82001  
307.638.8904**

# United Way of Laramie County Sponsorship Opportunities!

## Annual Sponsorships

Support the programs and initiatives of United Way of Laramie County that work year-round to improve health, education, and financial mobility in our community.

- **Diamond Sponsor (\$30,000)** 
  - Exclusive top-tier logo recognition on all United Way materials (events, campaign, etc.)
  - Featured in e-newsletters, and website
  - Media & Social media promotion (boosted/targeted)
  - Recognition at all United Way events (e.g. Gala, Thankful Thursday, Pint Nights, Campaign, etc.)
    - **Includes: Gala Benefits:** Includes **24K Gold level Gala sponsorship**
    - **Prominently featured on all Campaign Materials**
    - Customizable employee engagement opportunities or exclusive event invitations
- **Platinum Sponsor (\$20,000)** 
  - Top-tier recognition on all United Way materials (events, campaign, etc.)
  - Featured in e- newsletters, and website
  - Media & Social media promotion throughout the year (boosted/targeted)
  - Recognition at all United Way events (e.g. Gala, Thankful Thursday, Pint Nights, Campaign, etc.)
    - **Includes: Gala Benefits:** Includes **Gala Yellow Gold level Gala sponsorship**
- **Gold Sponsor (\$10,000)** 
  - Prominent recognition on all United Way materials (events, campaigns, etc.)
  - Mention in e-newsletters and website
  - Social media promotion throughout the year
  - Recognition at all United Way events (e.g. Gala, Thankful Thursday, Pint Nights, Campaign, etc.)
    - **Includes: Gala Benefits:** Includes **White Gold level Gala sponsorship**
- **Silver Sponsor (\$5,000)** 
  - Recognition on United Way materials (events, campaigns, etc.)
  - Website and social media mentions
  - Recognition at United Way events (e.g. Gala, Thankful Thursday, Pint Nights, Campaign, etc.)
- **Bronze Sponsor (\$2,000)** 
  - Recognition on select United Way materials (events, campaigns, etc.)
  - Website mention
  - Recognition at United Way events (e.g. Gala, Thankful Thursday, Pint Nights, Campaign, etc.)

# Gala Sponsorships

Showcase your commitment to our community at the United Way of Laramie County's Annual Gala on **Friday, May 2<sup>nd</sup>, 2025**. Join approximately **400 guests at this Black-Tie Event** by selecting from our sponsorship packages, gaining premium visibility and helping us create lasting change in Laramie County!

- **Gold Bullion Sponsor (\$30,000)** 
  - Premier seating for 10 guests (larger table)
  - Featured as the lead sponsor in on gala program, including press releases, social media, and website
  - Featured logo display at the event & special recognition from the stage
  - Drink tickets for your guests
  - Complimentary wine service at your table
  
- **24K Gold (\$15,000)** 
  - Premier seating for 10 guests (larger table)
  - Recognition on gala program, social media, and website
  - Featured logo display at the event
  - Drink tickets for your guests
  - Complimentary wine at your table
  
- **Yellow Gold (\$10,000)** 
  - Premier seating for 10 guests (larger table)
  - Recognition on gala program, social media, website
  - Complimentary wine at your table
  
- **White Gold (\$5,000)** 
  - Seating for 8 guests
  - Recognition on gala program, social media, and website
  - Complimentary wine at your table
  
- **Rose Gold (\$3,000)** 
  - Seating for 8 guests
  - Listing on gala program, social media and website
  
- **Gold Leaf (\$2,000)** 
  - Seating for 8 guests
  - Listing on Gala program

## Matching Gift Sponsor for WyoGives (July)

Help us amplify donations during WyoGives by becoming a Matching Gift Sponsor. Your contribution will encourage others to give by matching every dollar donated up to your pledged amount. Matching gifts make a powerful impact and inspire more community support.

- **Matching Gift Levels**

- **(\$5,001 - \$10,000+)** 
  - Prominent recognition during WyoGives promotions (email, social media, and website)
  - Feature in social media posts & website
- **(\$2,501 - \$5,000+)** 
  - Recognition during WyoGives promotions
  - Mention on website & in social media posts
- **(\$500 - \$2,500+)** 
  - Recognition during WyoGives social posts & on website

## Matching Sponsor for Giving Tuesday (Fall)

Help us double our donations by being a Matching Gift Sponsor.

- **(\$5,001 - \$10,000+)** 
  - Prominent recognition during Giving Tuesday promotions (email, social media, and website)
  - Feature in social media posts & website
- **(\$2,501 - \$5,000+)** 
  - Recognition during Giving Tuesday promotions
  - Mention on website & in social media posts
- **(\$500 - \$2,500+)** 
  - Recognition during Giving Tuesday social posts & on website

## Auction Item Donations (Spring & Fall)

We are also seeking in-kind donations for the following events. Donating an auction item is a great way to showcase your business while supporting United Way's mission:

- **Annual Gala (May) - Contact for Item:** \_\_\_\_\_  
Consider donating a premium auction item or experience to be featured at our Gala. Past popular items

have included weekend getaways, unique experiences, and high-end products.

- **Thankful Thursday (October) - Contact for Item:**

\_\_\_\_\_ We invite businesses to contribute auction items for our Thankful Thursday event in October. Items such as gift baskets, services, and products will help raise funds for United Way of Laramie County.

**Auction donors will be recognized during the events and through event promotions.**

## Annual Campaign Opportunities (August-December)

**\*\* My Company will Commit to hosting a Workplace Campaign \*\***

### Campaign Kick-Off Sponsors (Multiple Events)

General Campaign Kick-Off / Separate Kick-Off's for City/County/State Departments & LCSD1

- Venue / Food & Drink for Campaign Volunteers **\$2,500**
- Campaign/Incentives – Door Prizes **\$250 - \$500 - \$1,000**

### Thankful Thursday Sponsorships

Catering **\$2,000**  Auction Item Sponsors (monetary donations) any level \$ \_\_\_\_\_

### Other Ways to Donate

**Donations of the following are always welcome!**

TV Airtime – Radio Airtime – Billboard Advertising  
Company Grants – Office Supplies – Incentives for Volunteers

Company Name \_\_\_\_\_

Address (City, State, Zip) \_\_\_\_\_

Contact Name \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_

Total 2025 Sponsorship \$ \_\_\_\_\_

## Together, We Transform Lives!

Your generosity fuels real change. By supporting United Way, you empower our funded partners and initiatives to provide critical services, strengthen families, and build a brighter future for everyone in Laramie County. Together, we're creating a lasting impact and meeting urgent needs right here in our community.



United Way  
of Laramie County

### 2023-2025 United Way Collaborations

Your Money Stays Here  
in Laramie County!

**Healthy Community**  
Improving health and well-being for all

**CASA**  
HealthWorks  
Meals on Wheels  
Recover Wyoming  
Safe Harbor  
Wyoming 211

**Youth Opportunity**  
Helping young people realize their full potential

**After School for Kids**  
Big Brothers Big Sisters  
Boys & Girls Club  
Foster Grandparent  
Youth Alternative Mentoring  
Needs

**Financial Security**  
Creating a stronger financial future for every generation

**Climb Wyoming**  
Habitat for Humanity  
My Front Door

**Community Resiliency**  
Addressing urgent needs today for a better tomorrow

**Bethel Outreach Ministries**  
Comea  
Safehouse  
Family Promise  
Unaccompanied Student Initiative

Additional UWLC Initiatives: Community Schools & Volunteer Income Tax Assistance

For more information or to secure your sponsorship, please contact:

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