



## Sponsorship & Partnership Guide

### Event Overview:

On Wednesday, April 30, 2025, Sioux Empire United Way will deploy skilled and motivated volunteers to lend a hand to SEUW partner agencies impacting the lives of children, vulnerable adults, and people in crisis throughout the Sioux Empire.

Volunteers will be expected to complete hands-on projects and agency tours from 2 - 4PM and are invited to attend the Day of Action Kickoff lunch beforehand. This will be a great opportunity to mingle with SEUW volunteers, board members, staff, and partner agencies.

### Why Partner With Sioux Empire United Way:

SEUW has been driving positive change for nearly 100 years in our community, and we couldn't do it without the help of our agencies, volunteers, and supporters. Last year alone, **178 volunteers across 31 teams from 26 companies** came together to complete **20 impactful projects**, directly benefiting **17 SEUW partner nonprofits**. Their dedication resulted in **490 volunteer hours** and an estimated **\$15,582 in savings** for these vital organizations.

This year, we're looking for corporate partners to help us make an even greater impact through our largest volunteer event yet!

We believe Day of Action will not only benefit our SEUW partners but also contribute to the greater good of our community. By working together, Day of Action can help:

- Assist with projects that would allow agency staff to focus on their core activities and responsibilities.
- Educate community members about services and the impact had in our area.
- Build connections between agencies, volunteers, and supporters.

We couldn't do this without our corporate partners! To recognize your support, we developed a variety of options to elevate your brand awareness and align your business with an important cause.

Thank you for your consideration. We look forward to partnering with you to create a widespread impact on our community!



## Partnership Opportunities:

Sponsorships will support the venue, food, beverages, marketing costs, and participant t-shirts for the Day of Action.

| Sponsorship Benefits                       | Elite (\$1,500) | Premiere (\$1,000) | Signature (\$750) | Spotlight (\$500) | In-Kind (\$250+) |
|--|-----------------|--------------------|-------------------|-------------------|------------------|
| Opportunity to speak at Annual Celebration | ●               |                    |                   |                   |                  |
| Verbal recognition during event program    | ●               | ●                  | ●                 |                   |                  |
| Your company logo on marketing materials   | ●               | ●                  | ●                 |                   |                  |
| Your company logo displayed on webpage     | ●               | ●                  | ●                 | ●                 | ●                |
| Your company recognized on socials         | ●               | ●                  | ●                 | ●                 | ●                |

## Sponsorship Agreement:

To confirm your corporate partnership for Sioux Empire United Way's Day of Action, please visit [www.seuw.org/form/day-of-action-sponsors](http://www.seuw.org/form/day-of-action-sponsors). Once your form has been completed, you will receive a follow-up email from SEUW with your invoice.

As part of your partnership benefits, your company logo will be included on the 2025 Day of Action website. To ensure you receive those benefits, we will need a copy of your logo no later than **Friday, March 28th**. Please email a high-resolution PNG file of your logo to [rachael@seuw.org](mailto:rachael@seuw.org).

## Volunteer Opportunities:

Looking for additional opportunities to get involved with Sioux Empire United Way's Day of Action? We would love to see your organization register a team to participate! To learn more, please visit <https://www.seuw.org/form/day-of-action-registration>.

## Questions Regarding Day of Action:

If you have any questions or concerns about Day of Action, please contact Rachael Alwin, SEUW Director of Strategic Philanthropy, at [rachael@seuw.org](mailto:rachael@seuw.org).

