

2026-2027 SPONSORSHIP OPPORTUNITIES



Crossroads
UNITED WAY

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SPONSORSHIP OPPORTUNITIES

At Crossroads United Way, we believe in the power of partnership to create lasting change. When you become a sponsor, your organization is recognized as a true community leader—standing alongside programs that strengthen families, support children, and improve lives right here in Elkhart, LaGrange, Noble, and Steuben counties.

Sponsorship demonstrates your commitment to building a brighter, more equitable future for all. It not only builds goodwill with your customers and employees, but also reflects your dedication to investing in the well-being of our region.

Your support helps us stretch every dollar raised through our events—keeping administrative costs low and ensuring more resources directly support programs that drive real impact in our community.

Together, we can amplify generosity, create meaningful change, and build a healthier, stronger, and more United community.

Join us—because UNITED IS THE WAY forward for our community.



POWER OF THE PURSE

Date: May 7, 2026



Power of the Purse is a unique fundraiser where women come together for a fun afternoon of lunch, friendship, and the chance to win incredible purse packages—all while giving back. Proceeds directly support Crossroads United Way's initiatives in youth opportunity, financial security, community resiliency, and healthy community, helping neighbors across our communities thrive.

Chanel Level - \$10,000

- Presenting Sponsor
- Prominent logo on Event Page & Website
- Event & Program Recognition
- One Reserved VIP table (8 guests) plus 4 complimentary guest tickets (12 total guests)



Louis Vuitton Level - \$5000

- Logo on Event Page & Website
- Event & Program Recognition
- 5 Complimentary Event Tickets

Prada Level - \$2000

- Logo on Event Page & Website
- Event & Program Recognition
- 2 Complimentary Event Tickets



Coach Level - \$500

- Logo on Event Page & Website
- Event & Program Recognition

Pack a Purse Level



This unique \$300 opportunity allows your business to showcase its brand by directly contributing to the event's auction. Your organization will:

- Purchase a purse and fill it with new items (goods or gift certificates) with a combined retail value of at least \$300.
- Receive recognition and signage next to the displayed purse package at the event.

THE GREAT CARDBOARD BOAT RACE

Date: August 14, 2026



This highly anticipated, family-friendly event brings the community together for a fun, creative, and memorable day of competition. Teams design, build, and race boats made entirely of cardboard and duct tape, cheering on their creations and their fellow racers. Sponsoring **The Great Cardboard Boat Race** offers your brand outstanding visibility and goodwill with hundreds of families, volunteers, and local businesses in a uniquely engaging setting.

Presenting Sponsor - \$25,000

- Prominent Logo Spot on all Event Materials, Website, Media
- Premier Wharf Spot
- Up to 5 Free Boat Registrations

Hospitality/Award Sponsor - \$10,000

- Primary spot on Event Materials, and Website
- Preferred Wharf Spot
- Up to 4 Free Boat Registrations

Media Sponsor- \$5000

- Recognition on Event Materials and Website
- Up to 3 Free Boat Registrations

Volunteer Sponsor- \$3000

- Recognition in Volunteer Area and Website
- Up to 2 Free Boat Registrations

Parking Sponsor - \$1500

- Recognition in Parking Area and Website
- Up to 1 Free Boat Registrations

Heat Sponsor - \$500

- Recognition on Heat Schedule and Shout Out at Event



CORN SCHOOL KIDS UNITED PARADE

Date: October 7, 2026



This is a beloved tradition that takes place during LaGrange's historic **Corn School Festival**. This fun, festive event brings our youngest community members together in support of early childhood literacy. Children are invited to dress up, march, and celebrate the power of reading. Proceeds from the parade directly support our Youth Opportunity initiative, helping ensure every child in the community has the tools to read, learn, and succeed. Sponsoring this event offers your brand excellent visibility with hundreds of families while directly supporting local education initiatives.

Presenting Sponsor - \$2,500

- Prominent Logo Spot on all Event Materials, Website, Media, and T-shirt
- Social shoutout
- Prominent Logo on Youth Opportunity Page of Annual Report



Supporting Sponsor - \$1,000

- Logo Recognition on all Event Materials, Website, and T-shirt
- Logo on Youth Opportunity Page of Annual Report



Candy/Book Sponsor - \$500

- Logo Recognition on all Event Materials and Website



WORKPLACE CAMPAIGN



Workplace Campaigns bring together community leaders, workplace champions, and dedicated supporters to hear inspiring messages from our Campaign Ambassadors and special guest speakers. Together, we set the tone for a season of giving, collaboration, and impact across Elkhart, LaGrange, Noble, and Steuben counties.

Gold Level - \$5000

- Executive Annual Recognition: Featured as a Lead Sponsor in the Crossroads United Way Annual Report.
- Top-Tier Visibility: Premier logo placement on the website and Prominent Logo Display on signage and digital screens at the Annual Awards Ceremony.
- Dedicated Social Promotion: Includes a "Sponsor Spotlight" feature on all social media channels.
- Includes all Silver Sponsor benefits.



Silver Level - \$2500

- Campaign Media Recognition: Company logo displayed on the campaign video shown at the Kickoff and throughout the campaign season.
- Digital & Event Recognition: Company logo included on the CRUW website's Workplace Campaign page and displayed at the Annual Awards Ceremony.
- Promotional Integration: Recognized in electronic communications and acknowledged as a key Campaign Partner in promotional materials.



Bronze Level- \$1,000

- Digital Recognition: Company logo included on the CRUW website's Workplace Campaign page.



VOLUNTEER SPONSOR



Crossroads United Way's Community Volunteer Center is the engine that drives community spirit across our region. It plays a vital role in bringing people together and making signature events like **Power of the Purse, The Great Cardboard Boat Race, and the Corn School Kids United Parade** accessible and memorable for everyone.

By coordinating passionate volunteers and promoting opportunities, the Volunteer Center ensures these events are well-staffed and successful. Your sponsorship helps sustain this essential work, empowering a network of volunteers that brings our community together, strengthens connections, and enhances the quality of life for all our neighbors. Volunteers are actively needed to make these events a huge success!

Impact Champion - \$2500

- Company logo on website and volunteer platform
- Logo included in Annual Report
- Logo included on all Volunteer materials
- Logo included on volunteer opportunities in eNewsletter
- Social media highlights throughout the year

Volunteer Builder - \$1000

- Company logo on website
- Logo included on select Volunteer materials
- Logo included on volunteer opportunities in eNewsletter
- Social media spotlight



SMALL BUSINESS 365 CIRCLE



BIG IMPACT, SMALL INVESTMENT: EMPOWERING COMMUNITIES \$1 A DAY

WHAT IT IS

As a small business owner, you already know the value of a strong and healthy community. So much depends on it. It determines the status of our local economy and our individual livelihoods. It defines our lifestyles, our welfare, and ultimately our futures. It affects the ability of your customers to afford your services and products.

HERE'S HOW IT WORKS

For only a dollar a day, or \$365 a year, your business becomes a member of the 365 Small Business Circle.

WAYS TO INVEST

There are several easy ways to join this collective investment in our community.

- **Workplace Campaign:** Engage employees in a United Way campaign to give back.
- **Event Sponsorship:** Sponsor one of our impactful community events.
- **Raffle Donation:** Donate an item valued at \$365 for one of our major events.
- **Round Up or Sales Donations:** Encourage customers to round up purchases or designate a sales day for United Way donations.
- **Cause Campaign:** Create a special product or menu item with proceeds supporting United Way, like a "Crossroads Crunch" popcorn or "Wine to Five" drink.

MEMBER BENEFITS

- 365 Small Business Circle Decal for you to display
- Listing and link on our website
- Listing in our e-newsletters.
- Invites to Crossroads United Way's events and volunteer opportunities.
- Opportunities for additional networking and social media recognition.
- Increased business exposure in your local community.

JOIN THE BUSINESS 365 CIRCLE TODAY



Make a Big Impact with Just \$1 a Day
Visit: crossroadsuw.org/business-365

One Pledge

SERVES A VARIETY OF LOCAL
NON-PROFIT NEEDS



MEMBERSHIP LEVELS

365 MEMBER: \$365

365 Small Business Circle
Member Decal
Web Recognition



365 LEADER: \$1,000

Member benefits PLUS
Thank You/Networking Event
Social Shoutout



365 EXECUTIVE: \$1,500

Leadership benefits PLUS
Webpage Feature
Annual Report Feature

LEADERSHIP EVENTS

Crossroads United Way's Women United and Ambassador Events are designed to foster deep engagement with our most passionate advocates—local organizational leaders and donors who contribute at the \$1,000+ level. Sponsoring these vital gatherings is a powerful way to showcase your commitment to community leadership while helping to offset the costs of programming and event venues. These exclusive opportunities provide year-round visibility with influential community partners.

WOMEN UNITED & AMBASSADOR EVENTS



Gold Sponsor - \$2500

- Opportunity to deliver brief remarks at the event or 30-second company promotion played during the event
- Company logo included on general signage and programs at the event
- Company recognized during the event and in United Way's electronic communications and promotion

Silver Sponsor - \$1000

- Company logo is included on general signage at the event
- Company recognized during the event and in United Way's electronic communications

Bronze Sponsor - \$500

- Company recognized during the event and in United Way's electronic communications



IMPACT INITIATIVES

By contributing to the Crossroads United Way Community Impact Initiatives, you will be investing directly in local programs and initiatives that address our communities' biggest challenges across four key areas: Youth Opportunity, Financial Security, Healthy Community, and Community Resiliency. Your sponsorship helps sustain a vital network of partner agencies and programs that are making measurable progress in creating a stronger, more stable future for Elkhart, LaGrange, Noble, and Steuben counties.





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UNITED WAY

Impact Sponsorships

Investing in **Youth Opportunity** is the most powerful way to shape the future. As an Impact Sponsor, your organization directly empowers the next generation to thrive by funding vital programs that enhance education, build strong mentorship connections, and create clear pathways for success. This includes critical literacy initiatives, such as the ability to fund books and distribution for programs like **Dolly Parton's Imagination Library**. Align your brand with this meaningful change and showcase your deep commitment to building a brighter future for every young person and our entire community.



Youth Opportunity



Game Changer Sponsor: \$5,000

- Company logo displayed and linked on website
- Company announced as Impact Sponsor on social media platforms
- Company name listed as Impact Sponsor in Annual Report
- Recognition as Impact Sponsor throughout the annual campaign
- Recognized as Impact Sponsor from the podium during the Annual Awards Celebration
- Company recognized on Impact Overview
- One VIP table at the Annual Awards Celebration

Investing in Tomorrow: Programs You Power

Dolly Parton's Imagination Library



5-Star Life



Regional Literacy Coalition





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UNITED WAY

Impact Sponsorships

Investing in **Financial Security** is the bedrock of a stronger, more resilient community. As an Impact Sponsor, your organization directly supports programs that empower our neighbors with the tools they need for lasting independence. You help provide essential job training, comprehensive financial education, and resources to help families build wealth and achieve stability, including supporting critical services like **VITA (Volunteer Income Tax Assistance)** and housing stability initiatives like **Habitat for Humanity**. Align your brand with this profound, impactful change and demonstrate clear leadership in creating opportunities for economic security and long-term growth for everyone.



Financial Security



Game Changer Sponsor: \$5,000

- Company logo displayed and linked on website
- Company announced as Impact Sponsor on social media platforms
- Company name listed as Impact Sponsor in Annual Report
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Foundations for the Future: Programs You Invest In

VITA - Tax Assistance



Habitat for Humanity



Cora Dale House





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Impact Sponsorships

Healthy Communities are the foundation of a successful region. As an Impact Sponsor, your organization will directly support initiatives that expand access to healthcare, promote mental wellness, and ensure healthy outcomes for all. This includes crucial resources like **St. Martin's Healthcare**, which provides essential services and support for vulnerable populations, and the **988 Suicide & Crisis Lifeline**, which offers immediate, confidential help for mental health crises. Align your brand with this vital, transformative change and demonstrate clear leadership in building a stronger, healthier community.



Healthy Community



Game Changer Sponsor: \$5,000

- Company logo displayed and linked on website
- Company announced as Impact Sponsor on social media platforms
- Company name listed as Impact Sponsor in Annual Report
- Recognition as Impact Sponsor throughout the annual campaign
- Recognized as Impact Sponsor from the podium during the Annual Awards Celebration
- Company recognized on Impact Overview
- One VIP table at the Annual Awards Celebration

Wellness for All: Programs You Support

St. Martin's Healthcare



988 Suicide & Crisis Hotline



SPA Ministries





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Impact Sponsorships

Investing in **Community Resiliency** builds a stronger, more prepared community ready to face any challenge. As an Impact Sponsor, your organization supports programs that assist in disaster response and recovery, help prepare families for emergencies, and fund important crisis programs such as **211** and other resource hotlines. This includes supporting vital immediate-relief services like **Cultivate Food Rescue**. Your sponsorship showcases essential leadership in our community and provides vital resources during the most urgent times of need.



Community Resiliency



Game Changer Sponsor: \$5,000

- Company logo displayed and linked on website
- Company announced as Impact Sponsor on social media platforms
- Company name listed as Impact Sponsor in Annual Report
- Recognition as Impact Sponsor throughout the annual campaign
- Recognized as Impact Sponsor from the podium during the Annual Awards Celebration
- Company recognized on Impact Overview
- One VIP table at the Annual Awards Celebration

Strength in Crisis: See Your Support in Action

Cultivate Food Rescue



Salvation Army



Hearts United for Bristol



SPONSORSHIP COMMITMENT FORM

SECURE YOUR SPONSORSHIP NOW BY SCANNING QR CODE BELOW OR FILLING OUT FORM BELOW

Company

Contact Name

Phone Email

POWER OF THE PURSE

Deadline: April 4th

- Chanel (\$10,000) Louis Vuitton (\$5000) Prada (\$2000) Coach (\$500) Pack-A-Purse

THE GREAT CARDBOARD BOAT RACE

Deadline: May 15th

- Presenting Sponsor (\$25,000) Hospitality/Award Sponsor (\$10,000) Media Sponsor (\$5000)
 Volunteer Sponsor (\$3000) Parking Sponsor (\$1500) Heat Sponsor (\$500)

CORN SCHOOL KIDS UNITED PARADE

Deadline: August 30th

- Presenting Sponsor (\$2500) Supporting Sponsor (\$1000) Candy/Book Sponsor (\$500)

WORKPLACE CAMPAIGN

Deadline: July 1st

- Gold Level (\$5000) Silver Level (\$2500) Bronze Level (\$1000)

VOLUNTEER CENTER

YEAR ROUND

- Impact Champion (\$2500) Volunteer Builder (\$1000)

BUSINESS 365 CIRCLE

YEAR ROUND

- Executive (\$1500) Leader (\$1000) Member (\$365)

LEADERSHIP EVENTS

YEAR ROUND

- Gold Sponsor (\$2500) Silver Sponsor (\$1000) Bronze Sponsor (\$500)

IMPACT INITIATIVES

YEAR ROUND

- Youth Opportunity Game Changer (\$5,000)
 Financial Security Game Changer (\$5,000)
 Healthy Community Game Changer (\$5000)
 Community Resiliency Game Changer (\$5000)

