




2023 PARTNERSHIP OPPORTUNITIES

invest **UNITED**
LIVE UNITED

**United
Way** 
Crossroads United Way
Serving Elkhart, LaGrange
& Noble Counties



CHANGE DOESN'T HAPPEN ALONE, YOU HAVE THE CHANCE TO MAKE A DIFFERENCE AND **LIVE UNITED**



Your support enabled us to support
PARTNER AGENCIES SUCH AS

Noble House
(top photo)

Boys & Girls Clubs of Elkhart County
(bottom photo)

The challenges of the last few years, combined with support from partners like you, results in great opportunity for Crossroads United Way to impact lives across our community. **In 2021, we invested over \$2,760,000 into Elkhart, LaGrange and Noble Counties and funded 33 community partners.** We ensure that donor dollars are invested in creating lasting solutions and providing opportunities for working families in our communities.

A single mother who received assistance from us is now able to start looking for a place of her own and provide a more comfortable life for her family.

Partners like you make stories like hers possible. Thank you!



Crossroads United Way
Serving Elkhart, LaGrange
& Noble Counties

IS GOOD FOR BUSINESS

United Way is both the world's largest nonprofit network and the world's most valuable nonprofit brand, widely recognized for the efficiency and effectiveness of each local United Way organization.



HOW CAN MY ORGANIZATION GET INVOLVED?

In today's market, companies are expected to share what they stand up for. That means being a leader in social change, providing purpose for employees and demonstrating worth to customers.

- Corporate Partnerships
- Workplace Campaign
- Corporate Sponsorships
- Volunteer Opportunities

United Way organizations have a rich history of making an impact in their communities, and employees want employers to support community initiatives.



Crossroads United Way
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86%

of consumers believe that companies should take a stand for social issues

2018 Shelton Group's 'Brands & Stands: Social Purpose is the New Black'

78%

of consumers believe companies must do more than just make money; they must make a positive impact

2018 study by Cone Communications

89%

of executives said a strong sense of collective purpose drives employee satisfaction

Harvard Business Review's
The Business Case For Purpose

BE A 2023

SUPER SPONSOR

\$20,000

- **2023 Boat Race Admiral Level Sponsor**

\$10,000

- Major event sponsor, primary spot on all Boat Race signage/media/materials, up to 5 boat entries, \$250 in Boat Bucks, Industry Exclusivity, premier wharf spot

- **2023 Power of the Purse Chanel Level Sponsor**

\$5,000

-Event and program recognition, logo on event website, 5 event tickets, 5 raffle tickets

- **2023 Corn School Kids United Parade Gold Level Sponsor**

\$2,500

-Walk in the parade with your company banner, company logo included on all advertising, company logo on t-shirts, sponsor REAL MENTORS READ at 1 LaGrange County school (includes company logo on the books donated to the school)

- **Special Recognition in Annual Report**

\$1,500

- **Elevated Brand Lift and Awareness**

\$1,000



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FRIDAY, AUGUST 18, 2023

HELP FLOAT OUR BOAT

2023 SPONSORSHIP OPPORTUNITIES

SPONSORSHIP DEADLINE: JUNE 30, 2023

ADMIRAL

\$10,000 Commodore Level

- Major Event Sponsor
- Primary spot on all Boat Race signage, media, materials, including CR17
- Up to 5 free boats
- \$250 in Boat Bucks
- Industry Exclusivity
- Premier Wharf Spot

COMMODORE

\$7,500 Commodore Level

- Venue Sponsor
- Primary spot on all Boat Race signage, media, and materials
- Up to 4 free boat registrations
- \$225 in Boat Bucks
- Preferred Wharf Spot

CAPTAIN

\$6,000 Captain Level

- Food Truck Sponsor
- Secondary spot on all Boat Race signage, media, and materials
- Up to 3 free boat registrations
- \$200 in Boat Bucks

LIEUTENANT

\$5,000 Lieutenant Level

- Media Sponsor
- Recognition on all Boat Race signage, media, and materials
- Up to 2 free boat registrations
- \$175 in Boat Bucks

FIRST MATE

\$3,000 First Mate Level

- Parking Sponsor
- Recognition in Parking Area, media, and materials
- 1 free boat registration
- \$150 in Boat Bucks

NAVIGATOR

\$1,500 Navigator Level

- Hospitality Sponsor
- Recognition in Hospitality Area and materials
- 1 free boat registration
- \$75 in Boat Bucks

YES! I would like to sponsor the 2023 Great Cardboard Boat Race:

☐

Admiral
\$10,000

☐

Commodore
\$7,500

☐

Captain
\$6,000

☐

Lieutenant
\$5,000

☐

First Mate
\$3,000

☐

Navigator
\$1,500

I am unable to sponsor the event, but I'd like to make a donation of \$ _____ to the cause.

Company Name: _____ Contact Person: _____

Address: _____ Phone: _____ Email: _____

☐

My check is enclosed

☐

Please invoice me

Checks can be made out to Crossroads United Way, PO Box3048, Elkhart, IN 46515

Questions? Contact Resource Development at give@crossroadsuw.org or call 574.295.1650 to learn more.

CORN SCHOOL 2023 KIDS UNITED PARADE

SPONSORSHIP OPPORTUNITIES

SPONSORSHIP DEADLINE: August 16, 2023

Help kids succeed in LaGrange County by sponsoring the kids UNITED Parade at Corn School. Sponsorships will provide materials to support the Real Mentors Read literacy program in LaGrange County Schools.

The parade will take place at 6 PM on Wednesday, October 4 during the Corn School Festival in downtown LaGrange.



GOLD SPONSOR

\$2,500

- Support an entire school with literacy materials for Real Mentors Read
- Company Logo on the books donated to the school
- Company banner carried in the Kids United Parade
- Company logo prominently included on all advertising
- Company logo prominently displayed on t-shirts



SILVER SPONSOR

\$1,000

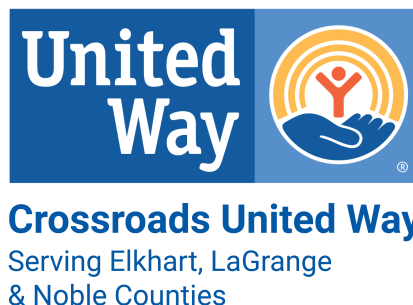
- Support one grade level with literacy materials for Real Mentors Read
- Company logo on the books donated to the school
- Company logo prominently included on all advertising
- Company logo prominently displayed on t-shirts



BRONZE SPONSOR

\$500

- Support two classrooms with literacy materials for Real Mentors Read
- Company logo on the books donated to the school
- Company logo included in advertising and t-shirts



kids UNITED



Power of the Purse

CROSSROADS UNITED WAY
BENEFITTING THE WOMEN AND CHILDREN OF NOBLE COUNTY

Community Learning Center - 401 E Diamond St Kendallville, IN

Thursday, October 19, 2023

Sponsorship

Opportunities



\$5,000 - Chanel Level

Includes: Event & program recognition, logo on event website, 5 event tickets & 5 raffle tickets



\$2,500 - Louis Vuitton Level

Includes: Event & program recognition, logo on event website, 3 event tickets & 3 raffle tickets



\$1,000 - Prada Level

Includes: Event & program recognition, logo on event website, 2 event tickets & 2 raffle tickets



\$500 - Coach Level

Includes: Event & program recognition, logo on event website, 2 raffle tickets

We are looking for 40+ themed purses for the event. You, your business, or a group of friends can get creative and put a fabulous purse package together. Purses should have a retail value of \$250.

Packed purses, including a detailed description of the contents, will be collected through Friday September 15, 2023.

Please consider shopping locally to support Noble County businesses!

YES, I would like to sponsor this event to support women & children in Noble Co:

☐ **Chanel**
\$5,000

☐ **Louis Vuitton**
\$2,500

☐ **Prada**
\$1,000

☐ **Coach**
\$500

I am unable to sponsor the event, but I'd like to make a donation of \$_____ to the cause.

Company Name: _____ **Contact Person:** _____

Address: _____ **Phone:** _____ **Email:** _____

SPONSORSHIP DEADLINE: August 16, 2023



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Early Childhood Education

More than 50% of children entering Kindergarten in our area lack the skills required to be successful. Teachers have shared that there are students in their classrooms who have never been exposed to books prior to Kindergarten. COVID-19 has widened these gaps. Most of these children come from under-resourced households who cannot afford high-quality Pre-K.



PAGE THE PUPPY

The Page the Puppy program focuses on building the top ten skills that prepare children for kindergarten success. A series of four books written in English and Spanish and other resources are distributed to households through partner organizations, libraries, and schools. Children are also given an opportunity to build their own Page the Puppy study buddy, similar to Build-A-Bear®.

\$30

sponsors a set of
Page the Puppy books
for a single household

\$750

sponsors a set of
books and activities
for a kindergarten classroom

\$3000

sponsors a set of books
and activities for 100
households



REAL MENTORS READ

LIVE UNITED

JOIN US FOR REAL MENTORS READ

When kids learn to read, we all succeed. Connect with students by joining a classroom to read a book and share about your life, career, and experiences.

- **Read in a K-2 Grade Classroom**
- **Commitment: 30-minutes a week for four weeks**
- **Fall and Spring Seasons in Elkhart, LaGrange, and Noble County**

1 in 5

Hoosier students
still need help
reading at grade
level by 3rd grade

Benefits for Youth:

- Enhanced Self-Esteem & Confidence
- Improved Comprehension
- Building Healthy Relationships

Benefits for You:

- Impact a child's life
- Become a better leader
- Sharpen focus & Reduce stress

BECOME A REAL MENTORS READ SPONSOR!

Classroom Sponsorship at \$150

Provides books, training, and resources for the volunteer and classroom.

School Sponsorships starting at \$1500

Provide books, training, and resources for all K-2nd grade classrooms. Plus, reserved volunteer positions, branding lift, and more.

For additional information regarding volunteer and sponsorship opportunities please contact Jill Yoder, Volunteer Engagement Coordinator, at yoderj@crossroadsuw.org or call 574-343-6274.



Crossroads United Way

Serving Elkhart, LaGrange
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GIVE

ADVOCATE

VOLUNTEER

LIVE UNITED

SECURE YOUR SPONSORSHIP AND/OR PARTNERSHIP TODAY

Please contact your designated
Crossroads United Way Representative
for more information

You may also contact us at any of the
following sources:

GIVE@CROSSROADSUW.ORG

574-295-1650

www.crossroadsuw.org



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