



2025

# Sustaining Sponsorship

We are excited to present a unique opportunity that spans multiple events throughout the year.

This annual opportunity allows your brand to gain extensive visibility, connect with a diverse audience, and highlight your commitment to community involvement.



**Centre County United Way**

131 S. Fraser St. STE 3 State College, PA 16801

[www.ccunitedway.org](http://www.ccunitedway.org)



# Sustaining Sponsorships

Dear Community Leader,

We are excited to present a new sponsorship opportunity that encompasses multiple events throughout the year.

## What's Included:

- **Event Series Access:** Your sponsorship will cover a series of key events, including fundraisers, workshops, and community gatherings. This multi-event approach maximizes your exposure and engagement.
- **Brand Visibility:** Your logo will be prominently displayed across multiple event materials, including banners, promotional items, and digital marketing collateral. This ensures your brand is front and center throughout the campaign.
- **Networking Opportunities:** Gain exclusive access to signature CCUW events, where you can connect with industry leaders, influencers, and potential customers.
- **Social Media Promotion:** Benefit from a robust social media campaign that highlights your sponsorship across various platforms, reaching a wider audience and driving engagement.
- **Customized Activation:** We offer the flexibility to create tailored activation opportunities that align with your goals and target audiences.

## Benefits:

- **Enhance Brand Recognition:** By associating with multiple events, you position your brand to be recognized as a leader invested in the community.
- **Engage with Target Audiences:** Directly interact with potential clients and stakeholders who are interested in your industry.
- **Support Community Initiatives:** Demonstrate your commitment to community involvement and support for local initiatives.

Join us for the opportunity to elevate your brand's presence across a range of events supporting community resilience. Together, we can create memorable experiences that resonate with attendees and drive your business objectives forward. Details and additional information are included on the following pages.

Looking for a package more custom-tailored to your needs? Contact us TODAY! A great partnership starts with collaboration and we welcome any opportunity to work with our sponsors on solutions that meet their unique needs.

With gratitude,

Ja Nae Wian

Campaign & Relationship Manager  
janae@ccunitedway.org

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# About Centre County United Way

From strengthening local resilience to advancing health, youth opportunity, and financial security, United Way is mobilizing communities to action so all can thrive.

For more than 50 years, Centre County United Way has partnered with local communities to co-create solutions to people's most pressing challenges. We take a comprehensive approach, listening and responding to local needs. With our Partner Agency Network, Centre County United Way creates pathways to better healthcare, education, and job opportunities. Each year, more than 50,000 Centre County residents utilize United Way funded programs. From young learners who receive education support; to ensuring access to health screenings and vital medications; and helping individuals access job training, all efforts to help build the foundations for a brighter future. As part of a global network of more than 1,000 United Ways, we help to share innovations and scale impact to improve lives around the world. Together, we're working towards a future where every person and community can rise. To learn more, visit [www.ccunitedway.org](http://www.ccunitedway.org).



## Centre County United Way Partner Agency Network



American  
Red Cross



Bucktail Council  
Junia Valley Council



Catholic  
Charities



CACJ  
Center for Alternatives in Community Justice



Centre County Library  
& Historical Museum  
[www.CentreCountyLibrary.org](http://www.CentreCountyLibrary.org)



YSB



CentreCare  
VOLUNTEERS



empowering  
survivors  
eliminating  
violence



STRAWBERRY FIELDS  
INCORPORATED  
Enhancing Individual Potential



Centre  
Helps



Centre Volunteers  
IN MEDICINE



STATE COLLEGE  
FOOD BANK



Interfaith  
Human Services  
Strengthening Families  
Through Financial Stability



HOUSING  
TRANSITIONS  
From Crisis to Stability



CDFC  
Child Development and Family  
Council of Centre County, Inc.



Mid-State  
Literacy  
Council



PARK FOREST  
PRESCHOOL



easterseals  
Western & Central  
Pennsylvania



FRIENDSHIP COMMUNITY LIBRARY



S.C.C.L.T.



The Arc  
Centre County



Tides  
A SUPPORT PROGRAM FOR  
GRIEVING CHILDREN, TEENS, AND  
THE PEOPLE WHO LOVE THEM



## Did You Know?



**1 in 4 Centre  
County residents  
rely on United Way  
funded programs  
and services.**

## Centre County United Way

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# Sponsorship Levels

- Name listed in all event materials
- Naming and recognition in campaign materials
- Logo and linking listed on website
- Recognition in social media posting
- 1/4 page ad in 2025 Annual Report
- 2 tickets to Taste of the Town 2025

**Ignite:**  
**\$2,500**

- Logo listed in all event and campaign materials
- Speaking opportunity at 1 signature event
- Logo and linking listed on website
- Recognition in social media posting
- 1/2 page ad in 2025 Annual Report
- 4 tickets to Taste of the Town 2025
- 1 Rappel spot at OTE 2025

**Elevate:**  
**\$5,000**

- Logo listed in all event and campaign materials
- Co-Branding of Campaign Celebration
- Speaking opportunity at all events
- Logo and linking listed on website
- Recognition in social media posting
- Full page ad in 2025 Annual Report
- Table for 10 at Taste of the Town 2025
- 2 Rappel spot at OTE 2025

**Empower:**  
**\$15,000**

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# 2025 Events

As a sponsor of our campaign, you will be featured in an exciting lineup of events for 2025! Throughout the campaign, we may introduce even more engaging activities and networking opportunities. As a valued sponsor, you will enjoy early access and be informed about any upcoming chances that arise.

June 4, 2025  
Live United  
Academy:  
Volunteer  
Training

June 10, 2025  
2025 Campaign Kick  
Off &  
**NEW in 2025:** Partner  
Agency Check  
Presentations

July 29, 2025  
Over The  
Edge: Hyatt  
Place

November 2025\*  
Taste of the  
Town  
*\*date TBD by mid-  
July*

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# Community Impact

United Way opens pathways for our neighbors to thrive. We hope you'll join us in building a better future for Centre County! The support of Campaign Sponsorships will enhance our ability to raise funds for our partner agencies while elevating your brand awareness, and investing in our community. Together, we can address challenges at every level, from training parents for careers that support their families to advancing policies that boost our entire economy. With United Way, your giving goes further.

**24**  
Partner  
Agencies

**38**  
Programs  
Funded

**47%**  
Are struggling to meet  
basic needs in Centre  
County.  
30% are ALICE: Asset  
Limited, Income  
Constrained, Employed &  
another 17% are living in  
poverty.

**51,225**  
Centre County  
residents relying on  
United Way funded  
programs

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**Partner with United  
Way to enhance your  
brand and elevate  
your community.  
Together, let's open  
opportunities for all!**



**Contact  
Info**

**Join us  
today!**

**To ensure  
inclusion in all  
opportunities  
respond by  
4/18/25**

**Contact:**  
**Ja Nae Wian**  
**Campaign & Relationship  
Manager**  
**[janae@ccunitedway.org](mailto:janae@ccunitedway.org)**  
**814.238.8283 ext. 221**



**Looking for an  
opportunity not listed?**

**Let's set up a meeting!  
We are always happy to  
craft custom-tailored  
packages**

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