

# iMove

## FOR UNITED WAY



## 2022-2023 SPONSORSHIP MENU

United Way's signature fundraising event, iMove for United Way, is returning in 2023. The virtual fundraising event focuses on the importance of physical activity as part of a person's overall wellbeing. The event encourages participants to **Get up, get moving, and challenge yourself and others to move for 200 minutes between February 20th to March 3rd, 2023.**

iMove for United Way is accessible to everyone. Whether you go for a run, walk your dog, play wheelchair basketball, practice your yoga moves on a mat or in a chair, or dance in your living room, we want everyone to get moving!

Proceeds from iMove will benefit Ignite Academy. Ignite is a new out-of-school program that supports local kids from Grades 2 to 7 to help them succeed academically, while wrapping other supports around the children and their families.

Data shows that in some neighbourhoods 36% of children are behind in reading and writing, and 58% are behind in math. There are big hurdles the kids have to overcome, like hunger, mental health issues, lack of necessary school supplies, limited help with schoolwork and unreliable transportation options. This situation makes it extremely hard for many children to keep up with their peers academically.

Ignite Academy was built to directly impact these startling statistics and United Way is one of 40+ partners delivering and facilitating the program.

iMove's goal is to not only raise funds to support Ignite Academy right now, but also to gather the resources necessary to expand into more schools, helping more kids and families across the community in the future. But to get there we need sponsors from the Windsor-Essex County business community to rally around iMove and provide the resources needed to effectively promote the event and secure registrations.



Registration begins in January 2023. We are in the process of finalizing all of the details for the event in order to begin promotion in early January. Please consider becoming a 2023 iMove sponsor and help United Way make this iMove the most successful one yet. As a sponsor, you can help create a brighter future for local kids.



**United Way  
Centraide**  
Windsor-Essex County

# iMOVE SPONSORSHIP MENU

## PRESENTING SPONSOR \$10,000

- Event Name: iMove for United Way Presented by [SPONSOR NAME]
- Recognition on online giving platform header and through main pages
- Promo code waiving registration fee for ten (10) participants on online platform
- Logo placement in sponsor recognition areas on online platform – 1st Level
- Presenting sponsor recognition on United Way Website Event Page
- Promotional video on event page (provided by sponsor or created by United Way)
- Mention in event media release
- Recognition on some advertisements
- Recognition in 4 social media posts across United Way social platforms
- Instagram Story posts will be included
- Recognition in 2 United Way email blasts (10,000+ Subscribers)
- Recognition on event promotional poster & graphics
- Logo in email to participants
- Leaderboard prizes will be presented by [Sponsor Name] - Other sponsor mentions may also be included on these prizes

## EVENT SPONSOR - \$5,000

- Logo placement in sponsor recognition areas on online platform - 2nd Level
- Promo code waiving registration fee for five (5) participants on online platform
- Mention in event media release
- Recognition in 3 social media posts across United Way social platforms
- Instagram Story posts will be included
- Promotional video post on social media platforms (provided by sponsor or created by United Way)
- Recognition in United Way email blast (10,000+ Subscribers)
- Logo in one email to participants
- Logo on event webpage
- Logo placement on event web platform

# iMOVE SPONSORSHIP MENU

## SOCIAL MEDIA SPONSOR - \$2,500

- Logo placement in sponsor recognition areas on online platform - 3rd Level
- Promo code waiving registration fee for two (2) participants on online platform
- Recognition in 2 social media posts across United Way social platforms
- Instagram Story posts will be included
- Promotional video post on social media platforms (provided by sponsor or created by United Way)
- Logo in one email to participants
- Logo on event webpage

## FRIEND SPONSOR - \$1000

- Logo placement in sponsor recognition areas on online platform - 4th Level
- Promo code waiving registration fee for one (1) participant on online platform
- Recognition in 2 social media posts across United Way social platforms
- Instagram Story post will be included
- Logo in one email to participants
- Logo on event webpage

## PARTNER SPONSOR - \$500

- Recognition in a social media post across United Way social platforms
- Instagram Story posts will be included
- Logo in one email to participants
- Logo on event webpage



**LET'S CONNECT: @UnitedWayWE**