



SPONSORSHIP PACKAGE

FEBRUARY 1, 2025

SEE FULL DETAILS:
WWW.WEAREUNITED.COM/CORNHOLE

Tossing for Tomorrow: Cornhole Tournament Supporting Youth in Windsor-Essex County!

United Way's Retiree Volunteer Council (RVC) is a committed group of retirees and pre-retirees from various backgrounds but all with an interest in community engagement. The goal of the RVC is to provide meaningful volunteer opportunities and events to engage other retirees in the community and to encourage greater social inclusion while addressing community gaps.

The RVC is leading the charge to raise \$25,000 to support local students in the Windsor Essex-County community through United Way's On Track to Success Program. This program wraps support around a young person and their family to help them graduate high school and go on to college, university or a trade. The students have access to services including tutoring, individualized support, social and recreational activities, and volunteer, career and social mentoring opportunities.

Over 175 students are enrolled in On Track to Success and more than 90% of students in the program have graduated high school on time.

The Retiree Volunteer Council are hosting a Charity Cornhole Tournament on February 1, 2025 at the Royal Canadian Legion Branch 594 to support local students in #YQG.

United Way's Vision: A generation from now, Windsor-Essex County is a prosperous community where all children have the ability to achieve their dreams and reach their potential.

If you have questions, please contact your Relationship Manager or e-mail events@weareunited.com



2025 SPONSORSHIP OPPORTUNITIES



PRESENTING | \$10,000

The presenting sponsorship package includes exclusive naming rights to the RVC Charity Cornhole Tournament Presented by: [Sponsor Name] and 8 complimentary tournament registrations

Platform	Sponsorship Benefits	Value
Website	Presenting sponsor recognition on United Way Website	The United Way website sees 90,000 pageviews annually
Media	Mention in event media release	Exposure to United Way's media contacts
Email	Logo included in email communications	United Way has an engaged email list of over 23,000 supporters
Social Media	Recognition on social media promotions across United Way social platforms	United Way has a collective following of over 10,000 people
Promotional Material	<ul style="list-style-type: none">• Sponsor branding with company logo featured on marketing materials• Recognition on event signage at registration and various locations	Posters are shared with internal and external partners and at events
Event Day	<ul style="list-style-type: none">• Opportunity to set up corporate signage/tent at event (subject to approval)• Opportunity to speak at event• Recognition during event	Positive brand exposure in front of a captivated audience

2025 SPONSORSHIP OPPORTUNITIES



AIR MAIL | \$5,000

The presenting sponsorship package includes 5 complimentary tournament registrations

Platform	Sponsorship Benefits	Value
Website	Sponsor recognition on United Way Website	The United Way website sees 90,000 pageviews annually
Media	Mention in event media release	Exposure to United Way's media contacts
Email	Logo included in email communications	United Way has an engaged email list of over 23,000 supporters
Social Media	Recognition on social media promotions across United Way social platforms	United Way has a collective following of over 10,000 people
Promotional Material	Recognition on event signage at registration and various locations	Posters are shared with internal and external partners and at events
Event Day	<ul style="list-style-type: none">• Opportunity to display a banner/signage at event (provided by sponsor)• Recognition during program	Positive brand exposure in front of a captivated audience



**United Way
Centraide**
Windsor-Essex
Chatham-Kent

ACE | \$2,500

The Ace sponsorship package includes
4 complimentary tournament registrations

Platform	Sponsorship Benefits	Value
Website	Sponsor recognition on United Way Website	The United Way website sees 90,000 pageviews annually
Email	Logo included in email communications	United Way has an engaged email list of over 23,000 supporters
Social Media	Recognition on social media promotions across United Way social platforms	United Way has a collective following of over 10,000 people
Promotional Material	Recognition on event signage at registration and various locations	Posters are shared with internal and external partners and at events
Event Day	Recognition during event	Positive brand exposure in front of a captivated audience

FRIEND | \$1,000

The Ace sponsorship package includes
2 complimentary tournament registrations

Platform	Sponsorship Benefits	Value
Website	Sponsor recognition on United Way Website	The United Way website sees 90,000 pageviews annually
Social Media	Recognition on social media promotions across United Way social platforms	United Way has a collective following of over 10,000 people
Event Day	Recognition during event	Positive brand exposure in front of a captivated audience

EVENT | \$500

Platform	Sponsorship Benefits	Value
Social Media	Recognition on social media promotions across United Way social platforms	United Way has a collective following of over 10,000 people
Event Day	Signage at assigned lane/board with logo	Positive brand exposure in front of a captivated audience