GIVE. ADVOCATE. VOLUNTEER.
LIVE UNITED United Way

Power of the Purse
Otsego County United Way

116 E. 5th St.
Gaylord, MI 49735
otsegounitedway.org
989.732.8929

Hello

We are so excited for Power of the Purse (POP) 2021! Our theme for this year's event is ***Charlie and the Chocolate Factory***. Though this movie is fiction, ***Charlie's family is like many families in Otsego County***. Charlie is poor; he seldom has enough to eat and he sleeps on the floor with his parents. However, the pride with which Charlie handles his hardship makes him brave, just like the families we serve.

Thank you for giving us the opportunity to request your support for the Otsego County United Way (OCUW) 2021 POP Event. We will be doing a hybrid event with options of online or in-person at local restaurants on Saturday, November 13.

OCUW is a nonprofit organization that helps our communities most vulnerable friends and neighbors by means of campaigning and fundraising.

As a POP sponsor you have the opportunity to be a part of impactful work. If you are not familiar with the love we spread through the county, here are some highlights from 2020:

- $16,317 in emergency services spent (transportation, insurance, supplemental supplies, medical needs, homeless services)
- 85 cans of formula supplied to babies
- $6,480 in Goodwill Vouchers distributed out of the United Way Building
- 3,000 masks made by local volunteers for the community
- Over 1,000 thank you notes to essential worker written by volunteers
- Average of 25 medical transports done per month
- TACKLE van ran daily M-F to Petoskey for cancer treatments, 23 patients, 369 treatments
- $9,365 distributed in HUGS (**H**elping **U**s **G**ive back to **S**ervers, $50 gift cards for food/holiday)
- $24,500 in grants given to other nonprofit organizations
- 37 Tool Time jobs (honey-do projects for elderly and homebound individuals)
- During the pandemic, 350 volunteers still gave back 17,000 hours of volunteer service to the community

Community support allows us to keep our doors open so we can continue to serve the homeless mother with coronovirus staying at a local hotel, provide transportation for a new employee at a job so he can make it to work before his first paycheck, local Tool Time guys can help homebound individuals with their honey-do lists. This event is supported community wide. Last year, POP raised over $44,000, with 197 online guests, $15,900 in in-kind and cash sponsorships, $40,000 in auction items donated and 14 community celebrity servers contributed by raising money to give almost $6,000 back to small businesses at the peak of the pandemic.

The enclosed flyer describes ways you can help our goal. Please do not hesitate to email or call with any questions. Erin Mann, the Director of the OCUW, can be reached at director@otsegounitedway.org or 989.732.8929.

In Gratitude,

Erin Mann
Executive Director, Otsego County Executive Director

Linda Durant
Power of the Purse, Chair

2021 SPONSORSHIP OPPORTUNTIES

Power of the Purse

OTSEGO COUNTY United Way

Give. Advocate. Volunteer.

LIVE UNITED

United Way

YOU have an opportunity to be the catalyst that creates positive change in the lives of our vulnerable neighbors by helping to fund local programs focused on the building blocks for a good life:

education, income, and health.

Because of YOU the Otsego County United Way's 15th Annual Power of the Purse, November 13, 2021, will be a huge success and directly impact those in need.

SPONSORSHIP LEVELS

Please note: Higher tiered sponsorship levels include the benefits of the lower tiers; excluding the extra tickets.

☐ CHARLIE BUCKET: $2,000:

1. Mike Teavee sponsorship benefits (excluding tickets)
2. Company logo on ALL printed material (excluding wristbands)
3. Company mention on radio
4. Table and full page digital signage
5. 10 virtual or in-person tickets
6. Pre-sale access to purchase 10 additional tickets one week prior to general public

☐ MIKE TEAVEE: $1,500

1. Veruca Salt sponsorship benefits (excluding tickets)
2. Digital commercial
3. Half page digital signage
4. 8 virtual or in-person tickets
5. Pre-sale access to purchase 8 additional tickets five days prior to general public

☐ VERUCA SALT: $1,000

1. Violet B. sponsorship benefits (excluding tickets)
2. Five virtual or in-person tickets
3. Pre-sale access to purchase five additional tickets 72 hours prior to the general public
4. Quarter page digital signage

☐ VIOLET BEAUREGARDE: $500

1. Augustus Gloop sponsorship benefits (excluding tickets)
2. Company logo displayed during live event
3. Two virtual or in-person event tickets
4. Presale access to purchase two additional tickets 48 hours prior to the general public.

☐ AUGUSTUS GLOOP: $250

1. Company name on some printed material
2. Company name on OCUW website
3. Company name on virtual auction site
4. Company recognition on social media
5. One virtual or in-person event ticket with 24 hour advanced booking option for you and one additional guest

PREMIER SPONSORSHIP OPPORTUNITIES:

A unique opportunity to be highlighted during the event during one of our evening features. More details enclosed.

- Print Sponsor: $500
- Server Sponsor: $500
- Social Media Sponsor: $750
- Wristband Sponsor: $500
- Mystery Purse: $1,000
- Raffle Sponsors: $3,000

OTHER (PLEASE CHECK):

☐ A monetary donation that speaks to my heart

☐ I would like to donate a purse

☐ I would like to donate something else to the event:

_____

Purse/Item

_____

Value

PLEASE MARK YOUR SPONSORSHIP CHOICE AND PROVIDE CONTACT INFO:

Name:

Phone:

Email:

Business:

QUESTIONS? CALL LINDA DURANT 989-370-3565 INFO@OTSEGOUNITEDWAY.ORG
OR CONTACT ERIN MANN, UNITED WAY DIRECTOR 989.732.8929 DIRECTOR@OTSEGOUNITEDWAY.ORG
EIN: 23-7156104 NON-PROFIT 501(3)(C)

PREMIER SPONSORSHIPS

PRINT SPONSOR: $500 (1 SPONSOR)

Company recognition on ALL printed material done by sponsor plus the Augustus Gloop package

RAFFLE SPONSOR: $3,000 (UP TO 3 SPONSORS)

Company recognition on any raffle related marketing.
Includes:

- Paid social media posts
- Radio
- Digital commercial
- Company mention during live event
- Mike Teavee Package (1 sponsor)
- Veruca Salt (2 sponsors)
- Violet Beauregarde (3 Sponsors)
- Company signage to be displayed at the raffle table during live event

SERVER SPONSOR: $500 (9 SPONSORS)

Company recognition on any server related marketing.
Includes:

- Paid social media posts
- Server videos
- Company mention during live event
- Augustus Gloop Package

MYSTERY PURSE SPONSOR: $1,000 (1 SPONSOR)

Company recognition on any Mystery Purse related marketing.
Includes:

- Paid social media posts
- Mystery Purse video
- Company mention during live event
- Company signage to be displayed during live event
- Violet Beauregarde package

GOLDEN TICKET SPONSOR: $1,000 (1 SPONSOR)

Company recognition on any Golden Ticket related marketing.
Includes:

- Paid social media posts
- Golden Ticket video
- Company mention during live event
- Company signage to be displayed during live event
- Violet Beauregarde package

SOCIAL MEDIA SPONSOR: $750 (1 SPONSOR)

Company recognition on social media and during the live event, plus the Violet Beauregarde package and a digital commercial

WRISTBAND SPONSOR: $500 (1 SPONSOR)

Company logo on event wristband plus the Augustus Gloop package