



## DAY OF ACTION SPONSORSHIP OPPORTUNITIES

United Way of Southern Maine's Day of Action is the largest one-day mobilization of volunteers in our region. 600+ volunteers from 50+ companies spend the day helping local non-profits with essential projects. After more than 10 years, Day of Action remains one of our most high-profile, visible events of the year.

Day of Action volunteer projects are in high demand and fill quickly. Sponsorships include priority registration, so you can have select the perfect project for your team.

### LEAD SPONSOR - \$10,000 (1)

- **Logo** on volunteer t-shirts (if confirmed by March 1).
- **Logo** on event signage at volunteer sites (if confirmed by April 15).
- **Lead recognition** on event website and in press release.
- 2+ dedicated **social media** recognition posts + tagged in all event posts.
- Featured **partner spotlight** in email newsletter.
- **Priority registration** for volunteer opportunities.

### PRESENTING SPONSOR - \$5,000 (3)

- Recognition as **Presenting Sponsor** on event website and emails.
- **Logo** on event signage at volunteer sites.
- Dedicated **social media** recognition post + tagged in all event posts.
- **Early registration** for volunteer opportunities.

### SUPPORTING SPONSOR - \$1,500 (3)

- Recognition as **Presenting Sponsor** on event website and emails.
- Tagged in all **event social media** posts.
- **Early registration** for volunteer opportunities.

Any funds raised beyond the cost of the event will be dedicated to United Way's Community Impact fund.

## IMPACT BY THE NUMBERS

**600+**

volunteers from 50+ companies

**40+**

nonprofit partners served

**2,800**

volunteer hours donated

**\$90,000**

value of volunteer hours for nonprofit partners

## REACH BY THE NUMBERS

**31,000**

unique annual website visitors

**18,800**

email subscribers

**10,800**

social media followers



**UNITED WAY**  
Southern Maine