



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 - \$5,000

- **Priority registration** for Day of Action volunteer projects.
- **Lead recognition** on event website.
- Dedicated "Thank You" post on **social media** post + tagged in all event posts.
- Recognition in United Way newsletter.
- Option for a future group volunteer event coordinated by United Way.

SUPPORTING SPONSOR - \$1,500 (3)

- Early registration for Day of Action volunteer projects.
- Recognition as **Supporting Sponsor** on event website and emails.
- Tagged in all **event social media** posts.

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