

90th Anniversary Yearlong Celebration Sponsorship Opportunities

90 years of caring – UNITED in partnerships

United Way in north central New Mexico began as a collaborative community effort in 1934 known as the Community Chest. In 2024, United Way of North Central New Mexico celebrates 90 years of serving the community. From inception, United Way has been a resource to nonprofits by raising and distributing funds so that their focus remains on what is important, the people residing in our communities. United Way is intentional in tackling systemic problems affecting families and children in our five-county service area.

United Way of North Central New Mexico's 90th anniversary, celebrated throughout 2024 and the first part of 2025, will be a journey through the enduring commitment of helping our communities thrive.

SPONSORSHIP LEVELS AND BENEFITS:

Sustain the Mission Sponsorship Package \$25,000 – 1 Sponsorship Available

- Title sponsorship recognition on major 90th anniversary event correspondence
- Company promotional item(s) distributed at all major 90th anniversary events
- Company URL and logo listing on 90th anniversary webpage
- 2 VIP tables at the Community Celebration
- 2 VIP tables at the 2025 United Way Celebration (*drink tickets for both tables included*)
- 2 VIP United Way 90th Anniversary Event Experience
- **Early bird invitations and access to United Way 90th anniversary events**
- Option to earmark portion of sponsorship funds to a selected 90th anniversary event(s)
- United Way Week of Caring, customized volunteer opportunities
- Shared Purpose Benefit (*create a unique community engagement opportunity through volunteering, community conversations or with our direct service programs*)
- Option to sponsor 9 company employee Donor Group memberships
 - Company employees can choose from the following Donor Groups: Guys Give,
 - Hispano Philanthropic Society, Retire United, Women United, Young Leaders Society
- UWNCNM presentation for employees (*per request*)
- Social media toolkit to share event details with your employees and network

Support the Vision Sponsorship Package \$10,000 – 2 Sponsorships Available

- Sponsorship level recognition on major 90th anniversary event correspondence
- Company promotional item(s) distributed at up to three 90th anniversary events
- Company URL and logo listing on 90th anniversary webpage
- 1 VIP table with 10 seats at the Community Celebration or the 2025 United Way Celebration *(drink tickets for entire table included)*
- 2 VIP United Way 90th Anniversary Event Experiences
- **Early bird invitations and access to United Way 90th anniversary events**
- Option to earmark a portion of sponsorship funds to a selected 90th anniversary event(s)
- Company participation opportunities at our annual Week of Caring volunteering event
- Shared Purpose Benefit *(create a unique community engagement opportunity through volunteering, community conversations or with our direct service programs)*
- UWNCNM presentation for employees *(per request)*
- Social media toolkit to share event details with your employees and network



• 1934 - 2024 •

90 years in the community