



United Way of Kenosha County

2025 Sponsorship Guide



United Way
of Kenosha County

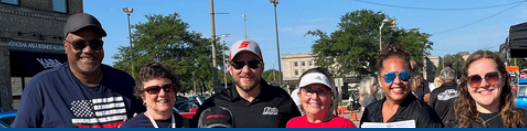


TABLE OF CONTENTS



p. 2	An Introduction to the 2025 Sponsorship Guide
p. 3-4	Celebrating the Caring Power of Kenosha Live United Spectacular Legacy of Caring
p. 5	Day of Caring
p. 6	Financial Security Volunteer Income Tax Assistance
p. 7-9	Youth Opportunity Imagination Library Read Across Kenosha Readers Are Leaders
p. 10	365 Small Business Circle
p. 11	Reasons to Sponsor
p. 12-13	Sponsorship Agreement
p. 14	Contact Us!

AN INTRODUCTION TO THE 2025 SPONSORSHIP GUIDE



We are thrilled to share the **2025 United Way of Kenosha County Sponsorship Guide** with you! This guide outlines exciting opportunities for your organization to make a meaningful impact in our community while gaining valuable recognition.

With your support, we can continue to drive positive change through programs that focus on developing a healthy community, youth opportunity, financial security, and community resiliency. The guide features a variety of sponsorship opportunities and levels, allowing you to choose how best to align your philanthropic goals with our mission.

As a sponsor, you'll be recognized as a community leader committed to making Kenosha County a better place for all. Your generosity will also help us amplify our efforts in:

- **Expanding literacy programs to reach more students**
- **Supporting families with free tax preparation services through VITA**
- **Creating engaging volunteer experiences for local residents**

To explore sponsorship opportunities or to secure your commitment for 2025, please reach out to Carolyn Friesch, Chief Executive Officer, at cfriesch@kenoshaunitedway.org or at (262) 671-2207.

Thank you for considering partnering with us in this important work. We look forward to making 2025 our most impactful year yet—with your help!



CELEBRATING THE CARING POWER OF KENOSHA



Unify, Amplify, Give: Live UNITED Spectacular
Date: Saturday, November 15, 2025

This is more than just an event. It's an opportunity to bring together individuals and organizations in support of a shared goal—creating lasting, positive change in Kenosha County! Your support will help fund critical programs, services, and initiatives geared towards creating a Kenosha where all individuals are healthy, educated, and economically stable.

Commit to a Presenting or Gold level sponsorship before April 15 to receive TWO EXTRA TICKETS to the event!

	PRESENTING SPONSOR \$12,000	GOLD SPONSOR \$6,000	SILVER SPONSOR \$3,000
Company included on UWKC social media & website	X	X	X
*Logo in event program (sizing based on sponsorship level)	X	X	X
# of tickets to event	8 tickets	8 tickets	8 tickets
*Logo on sponsorship sign at event (sizing based on sponsorship level)	X	X	X
Full-page (presenting), half-page (gold), quarter-page (silver) ad in event program	X	X	X
*Individual digital and video spotlight in program highlighting your business**	X	X	
Presenting sponsor recognition on all print and digital materials	X		

* Limited availability based on when payment is received
** Length based on sponsorship level

UWKC's Live UNITED Spectacular
Date: Saturday, November 15, 2025

CELEBRATING THE CARING POWER OF KENOSHA



A Legacy of Giving

Date: TBD (August 2025)



Since 1923, the people of Kenosha County have come together to embody the spirit of giving, fostering positive change and transforming lives. This event shines a spotlight on the enduring dedication of our donors and volunteers who have shaped the landscape of philanthropy in our community. Your sponsorship helps show gratitude to the people who make our work possible.

	LEGACY SPONSOR: \$2.5K	AMPLIFY SPONSOR: \$1K	UNIFY SPONSOR: \$500
Company included in Legacy of Giving promotional materials and digital advertising	X	X	X
Signage at event	X	X	
Company mentioned during event program	X	X	
Company materials (brochures, business cards, etc.) distributed at reception	X		

The inaugural Legacy of Giving event took place in 2023. Help us continue this legacy!

A DAY OF CARING



Day of Caring

Date: TBA (Spring 2025)

United Way of Kenosha County's Day of Caring returns and will be held in Spring 2025. Volunteers from across Kenosha County will come together in service to our community. The event will begin with a celebration and recognition of current volunteers while bringing awareness to volunteer opportunities in our area. Afterwards, volunteers will travel to a United Way Community Investment partner agency or school to complete a 1-day service project. Service projects and locations will be assigned to volunteers.

	PLATINUM SPONSOR: \$1K	GOLD SPONSOR: \$500	SILVER SPONSOR: \$250
Company included in Day of Caring promotional materials and digital advertising	X	X	X
Company logo included on event tshirts	X	X	X
Company mentioned during volunteer reception welcome reception	X	X	X
Company materials (brochures, business cards, etc.) distributed to at reception	X	X	
Signage at welcome event	X	X	
Opportunity to table at event and distribute company materials to attendees	X		

We're looking forward to gathering 200+ volunteers for a Day of Caring. Date TBD in Spring 2025.

FINANCIAL SECURITY



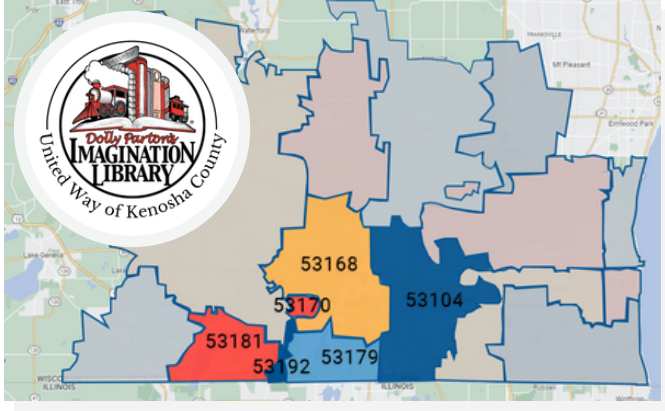
Volunteer Income Tax Assistance (VITA)

VITA provides free income tax preparation to Kenosha's low to moderate income residents. VITA has helped bring back \$23M in tax refunds to over 13K taxpayers since 2010. VITA provides resources and services to underserved community members that increase their financial, physical, and mental well-being. **Your sponsorship will help return vital funds back into the community and into the hands of residents who need it the most, putting them on a path towards a more secure financial future.**

	INVESTMENT SPONSOR: \$10K	SAVINGS SPONSOR: \$5K	EARNINGS SPONSOR:\$3K	INSPIRATION SPONSOR: \$1K
Company logo included on VITA promotional materials and advertising	X	X	X	X
Company highlighted on UWKC social media & VITA website/registration page	X	X	X	X
Company promotional materials distributed to VITA clients	X	X	X	
Sponsorship table at VITA locations	X	X		
Priority appointments and volunteer opportunities	X	X		
Featured in email newsletter	X			
Press release highlighting sponsorship and partnership	X			
Access to connect with clients representing underserved populations	X			

UWKC's VITA Season takes place annually from January - April

YOUTH OPPORTUNITY



Dolly Parton's Imagination Library

The Imagination Library provides FREE age-appropriate, high-quality books each month to registered children from birth to age five. Through the Imagination Library, UWKC helps ensure that all children have books at home, regardless of the environment in which they grow up.

For the cost of \$30 per year, you can help provide a child in Kenosha County with up to 12 free books – at no cost to their family.

Dolly Parton's Imagination Library is currently available in the following zip codes: 53104, 53168, 53170, 53179, 53181 and 53192. Your support can help us expand the Imagination Library to more children across Kenosha County.

	DOLLY PARTON SPONSOR: \$50K	LITERACY CHAMP SPONSOR: \$25K	BOOK LOVERS SPONSOR: \$15K	LITTLE ENGINE SPONSOR: \$5K	IMAGINATION SPONSOR: \$1K
Company listed on book mailing label for at least one month	X	X	X	X	X
Company listed on website, social media, and UWKC annual report	X	X	X	X	X
Company logo included on new printed materials	X	X	X	X	
Company signage at in-person registration events	X	X	X		
Press release and digital media covering your sponsorship	X	X			
Company included on book mailing label for 6 months	X	X			
Dolly Parton cutout will wear your company's merch at our events!	X				
Company included on book mailing label for 12 months	X				

**\$15,000
annually
for 5
years***

In one year, your donation will guarantee free books for 500 children, and after five years – 2,500 kids. That's the impact of \$75,000!

*: \$15K is used as an example to show the impact can have on young learners countywide. Sponsorships are available in varying dollar amounts to help you find an initiative that best aligns with your caring power.

YOUTH OPPORTUNITY



Read Across Kenosha

The 15th Annual Read Across Kenosha: A Community Literacy Event, held on Thursday, March 6, engages students and volunteers in a one-day celebration of reading. This event is held in conjunction with National Read Across America Day.

Partnering with Kenosha Unified School District and others in education, volunteers reach over 200 K-3rd grade classrooms. **Your sponsorship will bring Read Across Kenosha to life** and includes recognition in various promotions as well as in the books to be donated to classrooms countywide.

Get your company involved beyond a sponsorship – not only is Read Across Kenosha an impactful day of service, but it can be a fun team-building activity as well! **Help us reach our goal of more than 200 volunteers reading this year!**

	AMANDA GORMAN SPONSOR: \$5K	ROALD DAHL SPONSOR: \$3.5K	ERIC CARLE SPONSOR: \$1.5K	DR. SEUSS SPONSOR: \$500
Company mentioned in RAK promotional materials and advertising	X	X	X	X
Company featured on UWKC social media & RAK web page	X	X	X	X
Company logo included on books and materials to be donated to classrooms	X	X	X	
Company logo included on event tshirts	X	X	X	
Company logo included on event promotions and signage at kick-off	X	X		
Company mentioned during Read Across Kenosha welcome reception	X			
Opportunity to distribute company materials to attendees	X			

Read Across Kenosha takes place annually in conjunction with Read Across America. Save the date for 2025: Thursday, March 6.

YOUTH OPPORTUNITY



Readers Are Leaders

Readers Are Leaders (RAL) provides reading support to students who need it most by pairing volunteer tutors with students at participating schools. **RAL currently mobilizes roughly 110 tutors who read weekly with close to 125 students.** Sponsoring Readers Are Leaders includes recognition in training materials, volunteer communications, and other promotional materials and supports bridging literacy gaps in Kenosha.

	PROFICIENCY SPONSOR: \$5K	MILESTONE SPONSOR: \$2.5K	READINESS SPONSOR: \$1K	LITERACY SPONSOR: \$500
Company logo included on volunteer training materials	X	X	X	X
Company highlighted on UWKC social media & RAL website	X	X	X	X
Featured in tutor tips distributed to volunteers weekly	X	X		
Promotional materials distributed to RAL Families	X	X		
Press release highlighting sponsorship and partnership	X			

Readers Are Leaders takes place in conjunction with the school calendar from Sept. - May.

365 Small Business Circle



365 Small Business Circle

United Way of Kenosha County's 365 Small Business Circle (365 SBC) aims to make philanthropy easier and more rewarding for small businesses. Join 365 SBC to connect with other local businesses who are dedicated to serving the community where we all live, work, and/or play. For an annual gift of \$365, or one dollar per day, you can help us create equitable access to education, health, and financial stability.

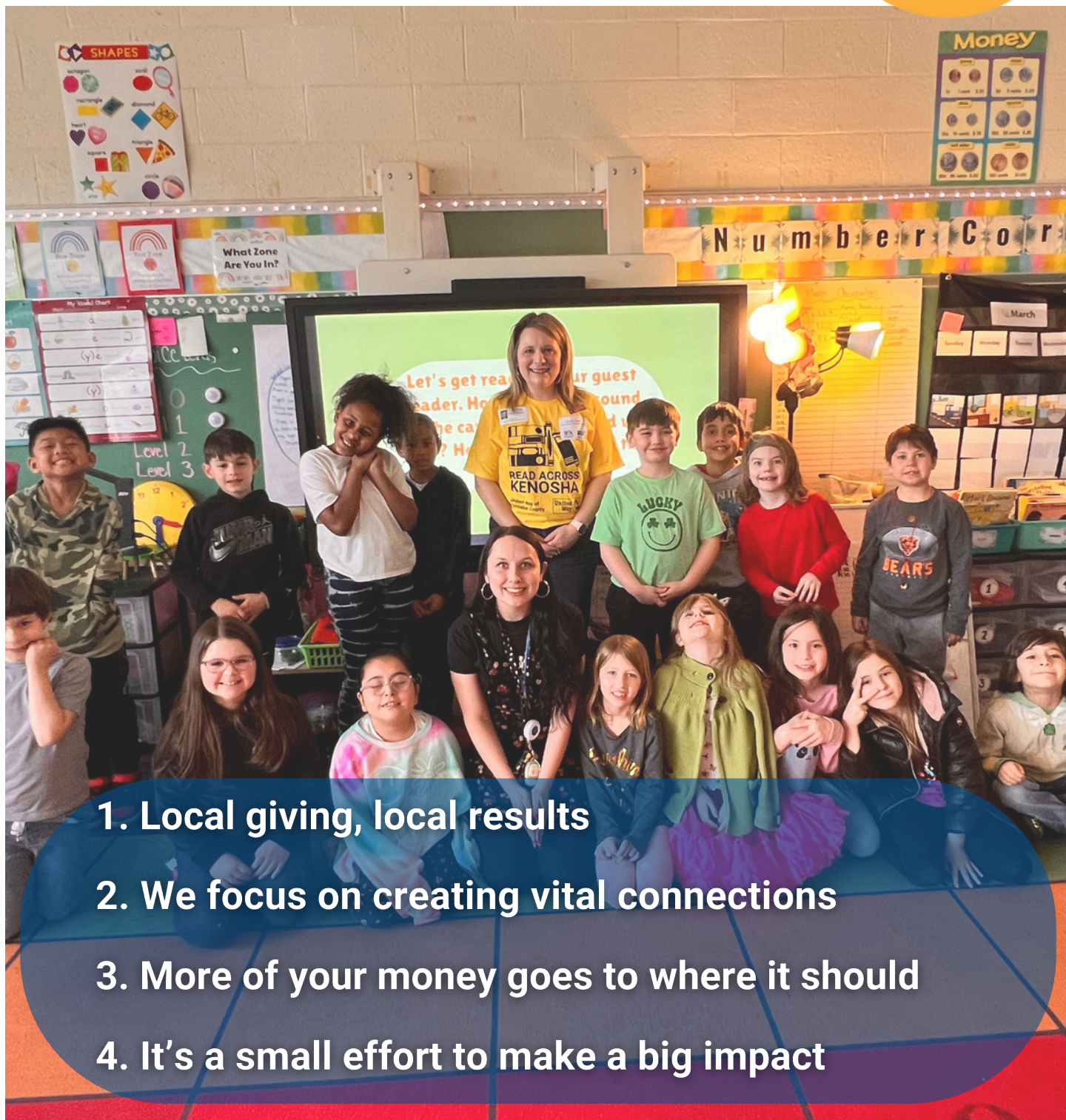
This giving initiative held its first promotion in December 2022, inviting local retailers to give back via Shop for an Impact where stores donated a percentage of sales to UWKC during a community wide shopping event.

	SBC Leader (\$1K/year)	SBC Partner (\$730/year)	SBC Member (\$365/year)
Company recognition in promotional materials, including annual report and website	X	X	X
Social media recognition and UWKC digital blog spotlight*	X	X	X
UWKC/Small Business Circle decal (image and sticker)	X	X	X
Invitations to and recognition at special events, including SBC networking events	X	X	X
First look at community volunteer opportunities	X	X	
Featured in email newsletter	X	X	
Discounted ticket prices to special events, including EDI workshops	X		

*Individual spotlights and recognition guaranteed for donors at or above \$1K. Individual recognition provided to donors below \$1K based on availability.

365 SBC accepts new members year-round, but special promotions run during Shop for an Impact.

TOP REASONS TO SPONSOR UWKC



1. Local giving, local results
2. We focus on creating vital connections
3. More of your money goes to where it should
4. It's a small effort to make a big impact

SPONSORSHIP AGREEMENT



Please indicate below which opportunities you would like to support today. Once completed, please total your contribution(s) and submit your information to our team. If you have any questions, please contact Sierra Dlamini, Director of Resource Development at (262) 671-2208. Every contribution directly impacts community members right here in Kenosha County. Thank you!

Live UNITED Spectacular (p.3)	
SPONSORSHIP LEVEL	QTY
PRESENTING SPONSOR: \$12K	
GOLD SPONSOR: \$6K	
SILVER SPONSOR: \$3K	
SUBTOTAL: \$ _____	

A Legacy of Giving (p.4)	
SPONSORSHIP LEVEL	QTY
LEGACY SPONSOR: \$2.5K	
AMPLIFY SPONSOR: \$1K	
UNIFY SPONSOR: \$500	
SUBTOTAL: \$ _____	

Day of Caring (p.5)	
SPONSORSHIP LEVEL	QTY
PLATINUM SPONSOR: \$1K	
GOLD SPONSOR: \$500	
SILVER SPONSOR: \$250	
SUBTOTAL: \$ _____	

Free Income Tax Assistance (VITA) (p.6)	
SPONSORSHIP LEVEL	QTY
INVESTMENT SPONSOR: \$10K	
SAVINGS SPONSOR: \$5K	
EARNINGS SPONSOR: \$3K	
INSPIRATION SPONSOR: \$1K	
SUBTOTAL: \$ _____	

Imagination Library (p.7)	
SPONSORSHIP LEVEL	QTY
DOLLY PARTON SPONSOR: \$50K	
LITERACY CHAMP SPONSOR: \$25K	
BOOK LOVERS SPONSOR: \$15K	
LITTLE ENGINE SPONSOR: \$5K	
IMAGINATION SPONSOR: \$1K	
SUBTOTAL: \$ _____	

Read Across Kenosha (p.8)	
SPONSORSHIP LEVEL	QTY
AMANDA GORMAN SPONSOR: \$5K	
ROALD DAHL SPONSOR: 3.5K	
ERIC CARLE SPONSOR: \$1.5K	
DR. SEUSS SPONSOR: \$500	
SUBTOTAL: \$ _____	

Readers Are Leaders (p.9)	
SPONSORSHIP LEVEL	QTY
PROFICIENCY SPONSOR: \$5K	
MILESTONE SPONSOR: \$2.5K	
READINESS SPONSOR: \$1K	
LITERACY SPONSOR: \$500	
SUBTOTAL: \$ _____	

365 Small Business Circle (p.10)	
SPONSORSHIP LEVEL	QTY
SBC LEADERS: \$1K	
SBC PARTNERS: \$730	
SBC MEMBERS \$365	
SUBTOTAL: \$ _____	

YEAR-ROUND ACTIVITIES	
Enter an additional amount to support our year-round activities, or check here to receive more sponsorship info.	
ADDITIONAL #LIVEUNITED CONTRIBUTION	
To make a separate donation outside of a sponsorship, write your donation amount here.	
GROUP VOLUNTEER OPPORTUNITIES	
Check here if you have a team that is interested in participating in one of our volunteer events.	

TOTAL: _____

Please write checks out to United Way of Kenosha County or submit credit card payments online at:
www.kenoshaunitedway.org/donate

SPONSORSHIP AGREEMENT



The information provided below will be used to recognize, thank, and record you and your business' sponsorship. In whatever capacity you choose to support United Way of Kenosha County in 2025, we greatly appreciate your dedication to our mission and to our community.

Your Contact Information:

Full Name: _____ Phone Number: _____

Email: _____

Address: _____ City, Zip, State: _____

Business Name *(as it should appear in print)*: _____

Address: _____ City, Zip, State: _____

Your Payment & Other Preferences:

Please write checks out to United Way of Kenosha County and send check payments to our office at 5500 6th Ave. Suite 210, Kenosha WI 53140. Credit card payments can be made online at: <https://www.kenoshaunitedway.org/donate>

(or scan the QR Code)

\$_____ total donation as indicated in sponsorship selection(s).

- ☐ check enclosed ☐ credit payment made online
- ☐ bill me (by) or (after) *(select one)* the following date: _____
- ☐ contact me about donating a prize or other item to be used at the Live UNITED Spectacular
- ☐ add me to the UWKC eNewsletter list
- ☐ count on me for this sponsorship commitment on an annual basis! ☐ make my gift anonymous



SEND THIS FORM AND LOGO TO:

United Way of Kenosha County
5500 6th Ave, Suite 210
Kenosha, WI 53140

OR:

info@kenoshaunitedway.org
For more information and questions,
call us at (262) 658-4104

THANK YOU

CONTACT US



Carolynn Friesch,
CEO

(262) 671-2207
cfriesch@kenoshaunitedway.org

Jevon Claussen,
Senior Director of Community Impact

(262) 671-2209
jclaussen@kenoshaunitedway.org

Beth Griffen,
Director of Finance

(262) 671-2215
bgriffen@kenoshaunitedway.org

Sierra Dlamini,
Director of Resource Development

(262) 671-2208
sdlamini@kenoshaunitedway.org

Rita Nicholson,
VITA Program Coordinator

(262) 671-2216
rnicholson@kenoshaunitedway.org



CONNECT:



5500 6th Ave., Suite 210



(262) 658-4104



info@kenoshaunitedway.org



@unitedwayofkenoshacounty



@UnitedWayKenosha



@UWKenoshaCounty



@United Way of Kenosha County



@UnitedWayKenosha



@United Way of Kenosha County



KenoshaUnitedWay.org



United Way
of Kenosha County