



**UNITED WAY**  
Kenosha County

# 2026 SPONSORSHIP GUIDE



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# AN INTRODUCTION TO THE 2026 SPONSORSHIP GUIDE



We are thrilled to share the **2026 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.

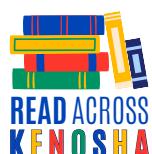
With your support, we can continue to drive positive change through programs that focus on developing a healthy community, youth opportunity, financial security, and community resiliency. The guide features a variety of sponsorship opportunities and levels, allowing you to choose how best to align your 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 2026, please reach out to Carolynn Friesch, Chief Executive Officer, at [cfriesch@kenoshaunitedway.org](mailto:cfriesch@kenoshaunitedway.org) or at (262) 671-2207.

Thank you for considering partnering with us in this important work. We look forward to making 2026 our most impactful year yet—with your help!



# LIVE UNITED SPECTACULAR

## 4<sup>TH</sup> ANNUAL GALA



**Date: Saturday, November 14, 2026**

**Time: 5:00 p.m.**

**Location: Carthage College**

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! The evening will include a cocktail hour, dinner, entertainment, recognition of community members, silent auction and more.

### Digital Presence & Social Media Engagement

- Newsletter Subscribers: 7,747
- Facebook Followers: 2,400
- Instagram Followers: 1,166
- LinkedIn Followers: 1,058

### Anticipated Event Attendance

- Expected Number of Attendees: 300
- Audience Type: Community leaders and local business professionals

|  | PRESENTING SPONSOR<br>\$15,000 | GOLD SPONSOR<br>\$7,000     | SILVER SPONSOR<br>\$3,500 | BRONZE SPONSOR<br>\$1,500 | COMMUNITY SPONSOR<br>\$400 |
|--|--------------------------------|-----------------------------|---------------------------|---------------------------|----------------------------|
| Company included on UWKC social media, website, & press release  | X                              | X                           | X                         | X                         | X                          |
| *Logo in event program (sizing based on sponsor level)   | X                              | X                           | X                         | X                         | X                          |
| # of tickets to event  | 20 tickets                     | 10 tickets                  | 10 tickets                | 6 tickets                 | 2 tickets                  |
| *Logo/name on sponsorship signage at event (sizing based on sponsor level)                                     | X                              | X                           | X                         | X                         |                            |
| Full-page (presenting), half-page (gold), quarter-page (silver) ad in event program                            | X                              | X                           | X                         |                           |                            |
| *Digital/video spotlight in program highlighting your business**   | X                              | X                           |                           |                           |                            |
| Presenting sponsor recognition on all print and digital materials  | X                              | Event Program Advertisement |                           |                           | Full Page \$500            |
| <small>*Limited availability based on when payment is received<br/>**Length based on sponsorship level</small> |                                | Event Program Advertisement |                           |                           | Half Page \$350            |
|  |                                | Event Program Advertisement |                           |                           | Quarter Page \$200         |

# CELEBRATING THE CARING POWER OF KENOSHA



## A Legacy of Giving

Date: TBD (August 2026)

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 2026)

United Way of Kenosha County's Day of Caring returns and will be held in Spring 2026. 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 other community location to complete a 1-day service project. Service projects and locations will be assigned to volunteers.

|   | PLATINUM SPONSOR:<br>\$1K | GOLD SPONSOR:<br>\$500 | SILVER SPONSOR:<br>\$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 2026.

# FINANCIAL SECURITY



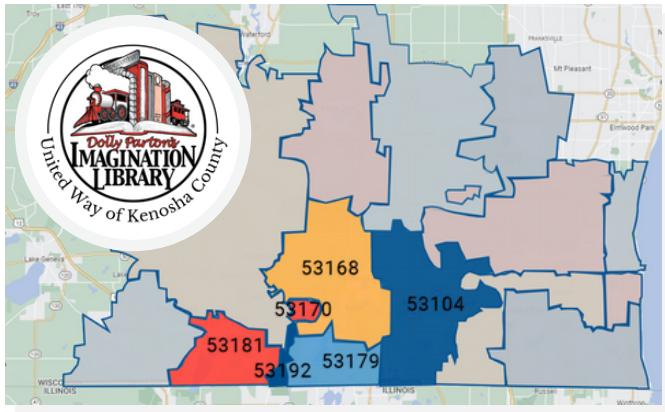
## Volunteer Income Tax Assistance (VITA)

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<br>SPONSOR: \$10K | SAVINGS<br>SPONSOR: \$5K | EARNINGS<br>SPONSOR: \$3K | INSPIRATION<br>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<br>SPONSOR: \$50K | LITERACY CHAMP<br>SPONSOR: \$25K | BOOK LOVERS<br>SPONSOR: \$15K | LITTLE ENGINE<br>SPONSOR: \$5K | IMAGINATION<br>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 16th Annual Read Across Kenosha: A Community Literacy Event, held on Thursday, March 5, 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 Pre-K to 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<br>SPONSOR: \$5K | ROALD DAHL<br>SPONSOR: \$3.5K | ERIC CARLE<br>SPONSOR: \$1.5K | DR. SEUSS<br>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 mentioned during Read Across Kenosha welcome reception           | 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                             |                               |                             |
| Opportunity to distribute company materials to attendees                 | X                              |                               |                               |                             |

**Read Across Kenosha takes place annually in conjunction with Read Across America. Save the date for 2026: Thursday, March 5.**

# YOUTH OPPORTUNITY



## READERS ARE LEADERS

Tutoring Program

### 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<br>SPONSOR: \$5K | MILESTONE<br>SPONSOR: \$2.5K | READINESS<br>SPONSOR: \$1K | LITERACY<br>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 Nov. - 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.

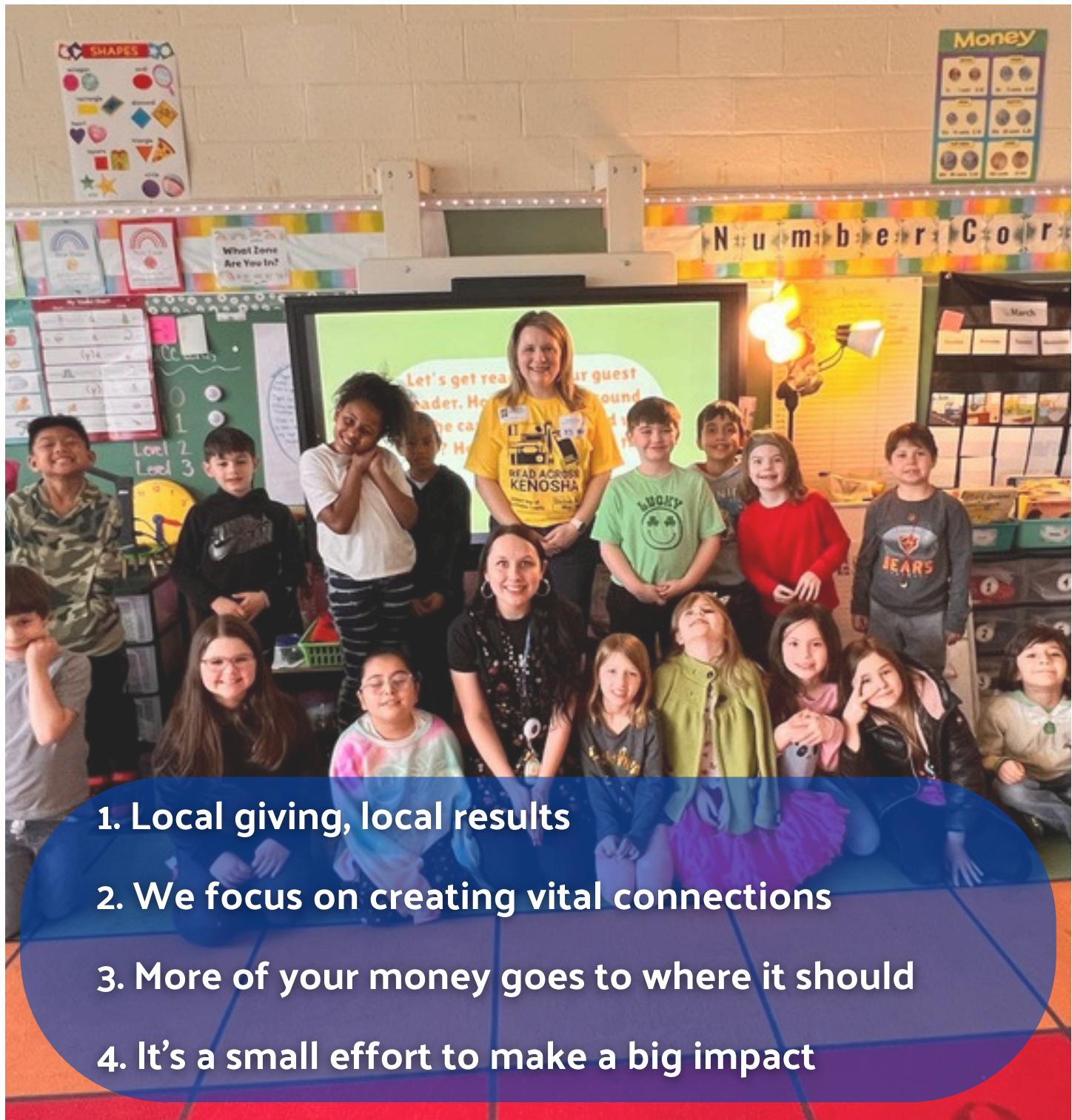
This giving initiative held its first promotion in December 2022, inviting local retailers to give back via Shop for an Impact where stores donated a percentage of sales to UWKC during a community wide shopping event.

|   | SBC Leader<br>(\$1K/year) | SBC Partner<br>(\$730/year) | SBC Member<br>(\$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 tickets to special events  | 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



# SPONSORSHIP AGREEMENT



## Live UNITED Spectacular (p.3)

| SPONSORSHIP LEVEL         | QTY |
|---------------------------|-----|
| PRESENTING SPONSOR: \$15K |     |
| GOLD SPONSOR: \$7K        |     |
| SILVER SPONSOR: \$3.5K    |     |
| BRONZE SPONSOR \$1.5      |     |
| COMMUNITY SPONSOR \$400   |     |
| AD SPACE \$500/350/200    |     |
| <b>SUBTOTAL: \$</b>       |     |

## Free Income Tax Assistance (VITA) (p.6)

| SPONSORSHIP LEVEL         | QTY |
|---------------------------|-----|
| INVESTMENT SPONSOR: \$10K |     |
| SAVINGS SPONSOR: \$5K     |     |
| EARNINGS SPONSOR: \$3K    |     |
| INSPIRATION SPONSOR: \$1K |     |
| <b>SUBTOTAL: \$</b>       |     |

## Readers Are Leaders (p.9)

| SPONSORSHIP LEVEL         | QTY |
|---------------------------|-----|
| PROFICIENCY SPONSOR: \$5K |     |
| MILESTONE SPONSOR: \$2.5K |     |
| READINESS SPONSOR: \$1K   |     |
| LITERACY SPONSOR: \$500   |     |
| <b>SUBTOTAL: \$</b>       |     |

## A Legacy of Giving (p.4)

| SPONSORSHIP LEVEL      | QTY |
|------------------------|-----|
| LEGACY SPONSOR: \$2.5K |     |
| AMPLIFY SPONSOR: \$1K  |     |
| UNIFY SPONSOR: \$500   |     |
| <b>SUBTOTAL: \$</b>    |     |

## Day of Caring (p.5)

| SPONSORSHIP LEVEL      | QTY |
|------------------------|-----|
| PLATINUM SPONSOR: \$1K |     |
| GOLD SPONSOR: \$500    |     |
| SILVER SPONSOR: \$250  |     |
| <b>SUBTOTAL: \$</b>    |     |

## 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     |     |
| <b>SUBTOTAL: \$</b>           |     |

## 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    |     |
| <b>SUBTOTAL: \$</b>         |     |

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

**TOTAL:** \_\_\_\_\_

# 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 2026, 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](mailto: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](mailto:cfriesch@kenoshaunitedway.org)

**Jevon Claussen,  
Senior Director of Community Impact**

(262) 671-2209  
[jclaussen@kenoshaunitedway.org](mailto:jclaussen@kenoshaunitedway.org)

**Beth Griffen,  
Director of Finance**

(262) 671-2215  
[bgriffen@kenoshaunitedway.org](mailto:bgriffen@kenoshaunitedway.org)

**Sierra Dlamini,  
Director of Resource Development**

(262) 671-2208  
[sdlamini@kenoshaunitedway.org](mailto:sdlamini@kenoshaunitedway.org)

**Rita Nicholson,  
VITA Program Coordinator**

(262) 671-2216  
[rnicolson@kenoshaunitedway.org](mailto:rnicolson@kenoshaunitedway.org)

**Noelle Sporer,  
Techquity Outreach & Navigation  
Coordinator**

(262) 510-2955  
[nsporer@kenoshaunitedway.org](mailto:nsporer@kenoshaunitedway.org)





**UNITED WAY**  
Kenosha County

# CONNECT WITH US

■ 5500 6th Ave., Suite 210

📞 (262) 658-4104

✉️ [info@kenoshaunitedway.org](mailto:info@kenoshaunitedway.org)

📸 [@unitedwayofkenoshacounty](https://www.instagram.com/unitedwayofkenoshacounty)

ƒ [@UnitedWayKenosha](https://www.facebook.com/UnitedWayKenosha)

𝕏 [@UWKenoshaCounty](https://www.twitter.com/UWKenoshaCounty)

in [@United Way of Kenosha County](https://www.linkedin.com/company/@United Way of Kenosha County)

ڌ [@UnitedWayKenosha](https://www.duckduckgo.com/@UnitedWayKenosha)

► [@United Way of Kenosha County](https://www.youtube.com/@United Way of Kenosha County)

🔗 [KenoshaUnitedWay.org](https://www.kenoshaunitedway.org)

