

The 6th Annual



EVENT



SPONSORSHIP OPPORTUNITIES

United Way of the Eastern Panhandle will host the 6th Annual Little Black Dress Event on May 9th, 2024 at Hollywood Casino at Charles Town Races. The proceeds of this event will benefit our Born Learning Initiative, focusing on Youth Literacy and Early Childhood Development issues -- getting books into the hands of children and strengthening parental engagement programs in the Eastern Panhandle.

The event includes our Fashion Show, Vendor Marketplace, Candy & Cupcake Café, Auction, Wine & Jewelry Pull, Photo Booth, hors d'oeuvres, prizes and giveaways, plus goody bags and our "Ticket to the Trunk" raffle.

The Little Black Dress Event is United Way of the Eastern Panhandle's signature event for the year. Like all our events, the success of the Little Black Dress Event is dependent on the generosity of others in our community. A variety of opportunities are available for you and your business to get involved with this high-profile fundraising event.

We thank you for your consideration and look forward to welcoming you as a supporter. Please contact Penny Porter at pporter@uwayep.org or 304-263-0603 ext. 124 for more information.

Thank you,

Chief Executive Officer
United Way of the Eastern Panhandle



United Way
of the Eastern Panhandle



2024 SPONSORSHIP OPPORTUNITIES

LITTLE BLACK DRESS EVENT	PRESENTING (\$10,000)	DIAMOND (\$5,000)	PEARL (\$2,500)	EMERALD (\$1,000)	SAPPHIRE (\$500)	RUBY (\$250)
Event Tickets	16	10	8	6	4	2
Exclusive Naming Rights as the Presenting Sponsor "Presented by"	✓					
Two Reserved Tables (16 Tickets)	✓					
Company Name/Logo included in all event promotions	✓					
Opportunity To Speak At Event	✓	✓				
Opportunity to have information/display table	✓	✓	✓			
Logo displayed on screens during event	✓	✓	✓	✓	✓	✓
Opportunity to include promotional materials or items in goody bags (250 count)	✓	✓	✓	✓	✓	✓
Verbal recognition from emcee during event	✓	✓	✓	✓	✓	✓
Company Logo On Website	✓	✓	✓	✓	✓	✓
Company name and recognition in United Way newsletter (4,600 person distribution)	✓	✓	✓	✓	✓	✓
Social Media Mentions	✓	✓	✓	✓	✓	✓

SPONSORSHIP OPPORTUNITIES

If your company is interested in sponsoring The 6th Annual Little Black Dress Event, please consider one of the following levels:

Presenting Sponsorship - \$10,000

* Exclusive sponsorship level

- Exclusive Naming Rights as the Presenting Sponsor
- Two Reserved Tables (16 Tickets)
- Company Name/Logo included in all event promotions to include radio, print, and digital
- Opportunity To Speak at event
- Opportunity to have information/display table
- Company Logo displayed on screens at event
- Company Logo on Website
- Verbal recognition from emcee during event
- Company name and recognition in United Way newsletter (4,600 person distribution)
- Opportunity to include promotional materials or items in goody bags (250 count)
- Social Media Mentions

Diamond Sponsorship - \$5,000

- 10 Event Tickets
- Opportunity To Speak At Event
- Opportunity to have information/display table
- Company Logo displayed on screens at event
- Company Logo on Website
- Verbal recognition from emcee during event
- Company name and recognition in United Way newsletter (4,600 person distribution)
- Opportunity to include promotional materials or items in goody bags (250 count)
- Social Media Mentions

Pearl Sponsorship - \$2,500

- 8 Event Tickets
- Opportunity to have information/display table
- Company Logo displayed on screens at event
- Company Logo on Website
- Verbal recognition from emcee during event
- Company name and recognition in United Way newsletter (4,600 person distribution)
- Opportunity to include promotional materials or items in goody bags (250 count)
- Social Media Mentions

Emerald Sponsorship - \$1,000

- 6 Event Tickets
- Company Logo displayed on screens at event
- Company Logo on Website
- Verbal recognition from emcee during event
- Company name and recognition in United Way newsletter (4,600 person distribution)
- Opportunity to include promotional materials or items in goody bags (250 count)
- Social Media Mentions

SPONSORSHIP OPPORTUNITIES

Sapphire Sponsorship - \$500

- 4 Event Tickets
- Company Logo displayed on screens at event
- Company Logo on Website
- Verbal recognition from emcee during event
- Company name and recognition in United Way newsletter (4,600 person distribution)
- Opportunity to include promotional materials or items in goody bags (250 count)
- Social Media Mentions

Ruby Sponsorship - \$250

- 2 Event Tickets
- Company Logo displayed on screens at event
- Company Logo on Website
- Verbal recognition from emcee during event
- Company name and recognition in United Way newsletter (4,600 person distribution)
- Opportunity to include promotional materials or items in goody bags (250 count)
- Social Media Mentions



Sponsorship Commitment Form

Company: _____

Contact Name: _____

Address: _____

Phone: _____

Signature: _____

MARK THE SPONSORSHIP LEVEL OF YOUR CHOICE:

6th Annual Little Black Dress Event

____ Presenting \$10,000

____ Emerald \$1,000

____ Diamond \$5,000

____ Sapphire \$500

____ Pearl \$2,500

____ Ruby \$250

____ Our company is interested in donating in-kind products or services to United Way of the Eastern Panhandle.

____ I do not wish to sponsor any events. Please accept my donation of _____ to be used to create opportunities for a better life for individuals and families in my community.

PAYMENT OPTIONS:

____ Check enclosed (Made payable to United Way of the Eastern Panhandle)

____ Charge: Call (304) 263-0603 or use our secure website uwayep.org.

____ Please send invoice to: _____

Submit by Fax: (304) 263-0614 Attn: Sponsorships

Submit by Mail: 24 District Way, Suite 201, Martinsburg, WV 25404

Submit by Email: pporter@uwayep.org

Please email your logo file to pporter@uwayep.org. All sponsor logos will be printed in full color.