

The 5th Annual



# SPONSORSHIP OPPORTUNITIES

United Way of the Eastern Panhandle will host the 5th Annual Little Black Dress Event on April 27, 2023 at the Hilton Garden Inn, Martinsburg. 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 items, door prizes, Wine & Jewelry Pull, Photo Booth, hors d'oeuvres, prizes and giveaways, plus goody bags and one entry to the "Ticket to the Trunk" raffle for all attendees.

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 Heather Polinik at [hpolinik@uwayep.org](mailto:hpolinik@uwayep.org) or 304-263-0603 ext. 123 for more information.



United Way  
of the Eastern Panhandle



## 2023 SPONSORSHIP OPPORTUNITIES

LITTLE BLACK DRESS EVENT	PRESENTING (\$10,000)	DIAMOND (\$5000)	PEARL (\$2500)	EMERALD (\$1000)	SAPPHIRE (\$500)	RUBY (\$250)
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 (4600 person distribution)	✓	✓	✓	✓	✓	✓
Social Media Mentions	✓	✓	✓	✓	✓	✓
Event Tickets	16	10	8	6	4	2

# SPONSORSHIP OPPORTUNITIES

If your company is interested in sponsoring The 5th 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 (4600 person distribution)
- Opportunity to include promotional materials or items in goody bags (250 count)
- Social Media Mentions

## Diamond Sponsorship - \$5000

- 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 (4600 person distribution)
- Opportunity to include promotional materials or items in goody bags (250 count)
- Social Media Mentions

## Pearl Sponsorship - \$2500

- 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 (4600 person distribution)
- Opportunity to include promotional materials or items in goody bags (250 count)
- Social Media Mentions

# SPONSORSHIP OPPORTUNITIES

## Emerald Sponsorship - \$1000

- 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 (4600 person distribution)
- Opportunity to include promotional materials or items in goody bags (250 count)
- Social Media Mentions

## 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 (4600 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 (4600 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:

5th Annual Little Black Dress Event

\_\_\_\_\_ Presenting \$10,000

\_\_\_\_\_ Diamond \$5,000

\_\_\_\_\_ Pearl \$2,500

\_\_\_\_\_ Emerald \$1,000

\_\_\_\_\_ Sapphire \$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](http://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: [hpolinik@uwayep.org](mailto:hpolinik@uwayep.org)

Please email your logo file to [hpolinik@uwayep.org](mailto:hpolinik@uwayep.org). All sponsor logos will be printed in full color.