

LIVE UNITED



United Way of the Big Bend

Read United

United Way of the Big Bend (UWBB) engages volunteers to read to children in the eight-county Big Bend region throughout a one week period each spring. Through READ UNITED, UWBB has distributed over **40,000 free books** over the past nine years.

Number of School Classrooms/Early Learning Classrooms Participating: 50-100

Time of Year: Spring

Market Audience: 1st grade and VPK classrooms in the Big Bend – focus on Title 1 Schools

Presenting Sponsor - \$3,500

- Top billing in all promotional collateral material
- Company logo on UWBB event website
- Company logo on email announcement
- Company logo on volunteer registration page
- Company logo on event announcement through social media
- Promotion through social media outlets (11,000+ emails and social media (2500+ Facebook, 1,700+ Twitter, 1,030+ Instagram)
- Company logo sticker placed on all books provided for this event
- Company logo placed on volunteer recruitment ad in local paper(s)
- Opportunity to have your company staff participate and have first pick of volunteer reading dates. All volunteers receive a Live United T-shirt.
- Article sent to paper with photos of your company staff reading to children
- Opportunity to place material in event bag (company to provide material)

Program Sponsor by County - \$1,250

- Company logo on UWBB event website
- Company logo on County email announcement
- Company logo on volunteer registration page
- Company logo on event announcement through social media
- Promotion through social media outlets (11,000+ emails and social media (2500+ Facebook, 1,700+ Twitter, 1,030+ Instagram)
- Company logo placed on volunteer recruitment ad in local paper(s)
- Opportunity to have your company staff participate and have first pick of volunteer reading dates. All volunteers receive a Live United T-shirt.
- Article sent to paper with photos of your company staff reading to children
- Opportunity to place material in event bag (company to provide material)

LIVE UNITED™