

Over EDGE



SPONSORSHIP OPPORTUNITIES



PennState.

**United
Way**



Centre County United Way

On Tuesday October 8, this unique event will return to the most iconic location in Happy Valley, Beaver Stadium! Hosted by Penn State in partnership with the Centre County United Way, Over The Edge will offer a thrilling way to support Centre County residents.

HOW WILL YOU HELP?

OCTOBER 8, 2024 | BEAVER STADIUM



Presenting Sponsor - \$10,000

One (1) Available

- Four (4) participants *
- Logo recognition in all event advertising, branding, communications, marketing, and social media.
- Company/group logo and link on event website.
- Company logo on selfie stations at event, on-site signage, helmet stickers, and event T-shirts.
- Recognition in all participant communications
- Inclusion in VIP Day with speaking opportunity.
- Tabling at Ground Party
- Sponsor messages made by event emcee.
- Opportunity to include items in participant swag bags.



Ground Party: Presenting Sponsor - \$7,500

One (1) Available

- Three (3) participants *
- Logo recognition in all event advertising, branding, communications, marketing, and social media.
- Naming rights to ground party.
- Company/group logo on event website.
- Company logo on selfie stations, on-site signage, helmet stickers, and event T-shirts.
- Inclusion in VIP Day with speaking opportunity.
- Tabling at Ground Party
- Sponsor messages made by event emcee.
- Opportunity to include items in participant swag bags.



VIP Day Sponsor - \$5,000

One (1) Available

- Two (2) participants *
- Naming rights to VIP Day
- Logo recognition in all event advertising, branding, communications, marketing, and social media.
- Company/group logo on event website.
- Company logo on selfie stations, on-site signage, helmet stickers, and event T-shirts.
- Speaking opportunity at VIP Day.
- Tabling at Ground Party
- Opportunity to include items in participant swag bags.



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OCTOBER 8, 2024
Beaver Stadium



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Centre County United Way

Individual Participants, \$1,500

DETAILS HERE



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Tee Shirt Sponsor - \$3,500

One (1) Available

- One (1) participant *
- Recognition and mention in all event advertising, branding, communications, marketing, and social media.
- Logo on event website and T-shirt.
- Tabling at Ground Party.
- Inclusion in VIP Day.
- Opportunity to include items in participant swag bags.



Rope Sponsor - \$2,500

Two (2) Available

- One (1) participant *
- Naming rights to rope announced throughout day by emcee as edgers rappel.
- Recognition and mention in all event advertising, branding, communications, marketing, and social media.
- Logo on event website and event T-shirt.
- Inclusion in VIP Day.
- Tabling at Ground Party.
- Opportunity to include items in participant swag bags.



Ground Party: Supporting Sponsor - \$1,000

Unlimited

- Tabling at Ground Party.
- Recognition and mention in communications.
- Inclusion in VIP Day.
- Mention on event website and event tee shirt.
- Opportunity to include items in participant swag bags.



*Participants can be anyone selected by the sponsoring organization or sponsors will have the option to gift their included participant slot to an individual currently served by the United Way Partner Agency network!



Individual Participants, \$1,500

DETAILS HERE





OCTOBER 8, 2024
Beaver Stadium



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Sponsorship Commitment Form

Business name: _____

Primary contact: _____

Phone number: _____ Email: _____

Mailing address: _____

Please indicate sponsorship choice:

- ☐ Presenting Sponsor | \$10,000
- ☐ Ground Party Presenting Sponsor | \$7,500
- ☐ VIP Day Sponsor | \$7,500
- ☐ T-Shirt Sponsor | \$3,500
- ☐ Rope Sponsor | \$2,500
- ☐ Ground Party Sponsor | \$1,000

☐ Please invoice me

☐ Amount enclosed: \$ _____

Signature: _____

Date: _____

Please complete and return form to:
Mail: Centre County United Way 131 S. Fraser St. 3, State College, PA 16801
Email: janae@ccunitedway.org

DEADLINE: August 15, 2024 Or until available spots are secured.

Thank you for your support!

For more information about the Centre County United Way Partner Network or if you have questions regarding your sponsorship, or how you can participate in Over the Edge, contact:

Ja Nae Wian, Campaign & Relationship Manager
Centre County United Way
814.238.8283
janae@ccunitedway.org

Megan Evans, Interim Director
Centre County United Way
814.238.8283
megan@ccunitedway.org

About the Event

Thanks to a partnership between Penn State University and Centre County United Way comes the return of Over The Edge! A special peer to peer fundraising event that offers participants the unique experience of rappelling down the home of the Greatest Show in College Sports™ -Beaver Stadium! Individuals interested in this once-in-a-lifetime opportunity will raise funds to support the Centre County United Way. Last year over 45 participants showed the courage of a lion as they rappelled 110 feet down the iconic location with cheers of encouragement from the ground party crowd.

About Centre County United Way

The Centre County United Way has been Penn State's charity of choice for nearly 50 years. Their mission is to address health, education, and financial stability needs in the community. Instead of focusing on one single issue, they focus on hundreds - helping the community as a whole. Chances are if someone is homeless, they are also in need of food, medical care, and support in finding employment. The Partner Agency network, comprised of 25 local health and human services agencies, collaborates to provide vital services to our community's most vulnerable population. ALICE stands for Asset Limited, Income Constrained, Employed. In Centre County, where there are 57,518 households, 31% are ALICE and 15% are living in poverty. This equates to 46% of Centre County households struggling to meet basic needs. Centre County United Way leads with the mantra LIVE UNITED because we are truly better together. Penn State exemplifies this year over year by accounting for nearly 44% of Centre County United Way's annual campaign, through workplace giving and special events such as Over The Edge.

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