

# **SPONSORSHIP OPPORTUNITIES**





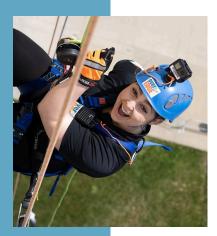
Centre County United Way

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.

## 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.

Individual Participants, \$1,500 DETAILS HERE









#### OCTOBER 8, 2024 Beaver Stadium





#### 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!













**Centre County United Way** 



## **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	Please invoice me
Ground Party Sponsor   \$1,000	Amount enclosed: \$
Signature:	Date:
Mail: Centre County United Way 131 S	and return form to: 5. Fraser St. 3, State College, PA 16801 ccunitedway.org

#### <u>DEADLINE: August 15, 2024</u> 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 rappeling down the home of the Greatest Show in College Sports<sup>™</sup> -Beaver Stadium! Individuals interested in this once-in-a-lifetime opporunity 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 encouragment 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.







