



UNITED WAY
Eastern Idaho

2026

SPONSORSHIP OPPORTUNITIES

A POWERFUL RETURN ON INVESTMENT FOR
YOUR BUSINESS AND OUR COMMUNITY

FOR OVER 80 YEARS,

United Way has shown up for Eastern Idaho. We're locally led, locally governed, and rooted in the nine counties we serve, from Bonneville to Teton. The programs in this packet—weekend food bags, clothing and hygiene supplies, books in kids' hands, and after-school opportunities—are not funded by government grants. They exist because **local businesses and community members choose to step up.**

EVERY DOLLAR YOU SPONSOR STAYS HERE.

It feeds a kid in your neighborhood this weekend. It puts a coat on a student walking to school in January. It helps little learners start kindergarten ready to shine.

When you sponsor United Way, you're not just buying brand exposure. You're funding the safety net for your neighbors, your employees, and the kids who'll grow up to build this community next.

WHY BECOME A SPONSOR?

1

When you partner with United Way, you make meaningful, positive change and you connect your brand to a trusted local nonprofit.



2

UWEI has helped fund more than 40 nonprofits in our seven-county region.

3

Partnering with the United Way is an opportunity to share your corporate philanthropic values with your employees and offer them the chance to invest in the community where they live and work.



4

Custom packaging tailored to your organization's core values and interests around health, education, and financial stability.

LIVE UNITED CONCERT SERIES

JOIN THE MOVEMENT AT THE LIVE UNITED CONCERT SERIES

The LIVE United Concert Series is our gift back to the community: six free, family-friendly concerts creating a safe, fun, and welcoming environment every Thursday from July 16 to August 20. Now in its 12th year, it's a celebrated tradition that showcases the power of unity.

YOUR SPONSORSHIP = IMMEDIATE LOCAL IMPACT

When you sponsor the LIVE United Concert Series, you're not just funding a concert; you're directly investing in vital programs across our seven counties.

Right now, children in our community are going to bed hungry, struggling to focus in school, and missing out on vital learning opportunities. That's where the Ready. Set. GO! Weekend Food Bag program comes in, a lifeline provided by the United Way of Eastern Idaho. Each week, sends home over 200 food bags filled with child-friendly meals to support students over the weekend when school meals are not available.

READY TO LIVE UNITED?

Partner with us to ensure this cherished community event continues and, more importantly, to help us accelerate our work in strengthening Eastern Idaho.

LIVE UNITED CONCERT SERIES



BECOME A SPONSOR TODAY!

Contact Chris Wiersema to learn more:

EMAIL cwiersema@unitedwayif.org

PHONE (208) 522-2674

CELL (208) 914-0073

LIVE UNITED CONCERT SERIES

LIVE UNITED CONCERT SERIES

SPONSORSHIP OPPORTUNITIES

	STAGE SPONSOR	MAJOR SPONSOR	MOST POPULAR UNITED SPONSOR	PREMIER SPONSOR
	\$1,000	\$2,500	\$5,000	\$10,000
EXCLUSIVE SPONSOR OPPORTUNITY ★				✓
INDUSTRY EXCLUSIVITY ★			✓	✓
Stage Sponsor Banner				✓
Logo Placement on event banners			✓	✓
Banner display at each weekly concerts *Banner provided by sponsor	✓	✓	✓	✓
Live sponsorship acknowledgement at each concert	✓	✓	✓	✓
Logo on United Way website	✓	✓	✓	✓
Logo on United Way social media		✓	✓	✓
On-site booth, table, or marketing display		✓	✓	✓
Logo included on all posters, fliers, and other event related print materials		✓	✓	✓
Logo included in all digital advertising		✓	✓	✓
Logo included in all print advertising				✓
Sponsor acknowledgement in all radio advertising				✓
Strategic placement in local digital board advertisements *Beginning July 2026				✓

WEEKEND FOOD BAGS

ready. set.
go! 

United Way of Eastern Idaho helps to fund up to **200 food bags each weekend** and school break full of nutritious, kid-friendly foods for students who don't have access to meals and snacks outside of school hours. When you choose a sponsor level, you're choosing to help students have access to easy-to-prepare foods while out of school.



BENEFITS

Brand recognition on all social media posts related to food bag distribution

Brand and logo recognition on monthly newsletter and website

Volunteer opportunities to pack food bags and deliver bags to schools

ONE-WEEK SPONSOR

\$1,200

TWO- WEEK SPONSOR

\$2,400

MONTHLY SPONSOR

\$5,000

(12 AVAILABLE SPOTS)



CLOTHING & HYGIENE BAGS

ready. set.
go! 

The Ready, Set, Go! program includes hygiene items and clothing throughout the school year. Through referrals from school counselors, this program is an equity project to help students stay successful in the classroom without facing the pressures of living in poverty and the challenges at school. We provide clothes, socks, underwear, shoes, sweatshirts, winter gear, and hygiene items.



BENEFITS

HAND RAISER
\$1,200

PROBLEM SOLVER
\$2,400

GAME CHANGER
\$5,000

Logo on social media posts regarding clothing and hygiene bags

Brand and logo recognition on monthly newsletter and website

Volunteer opportunities to organize, pack, and deliver bags and supplies to schools



READY. SET. READ!

Ready. Set. READ! launched in 2021 to provide books for children across our seven-county service area. Creating in-home libraries fosters a love for reading which allows curiosity and education to flourish. Books are distributed through our United Way sponsored after-school programs, community events, and United Way partner programs.



BENEFITS

Social media and brand recognition on our website, program banner, events banner

Volunteer opportunities to sticker books, organize deliveries, and participate in events

HAND RAISER

\$1,200

PROBLEM SOLVER

\$2,400

GAME CHANGER

\$5,000



CORNHOLE TOURNAMENT

The Cornhole Tournament is the happening place for the cornhole crowd and brings together close to 60 teams for a day of competition and fun. Usually the second Saturday in September – keep an eye on our website for confirmed date and times.

BENEFITS	HAND RAISER \$500	PROBLEM SOLVER \$1500	GAME CHANGER \$2500
Logo on Event T-shirt			✓
Logo on Event Posters, Flyers, Printed Marketing Material, Banner, & Digital Advertising		✓	✓
Set of Boards with Team Logo & 1 Team Registration	✓	✓	✓



SPONSORSHIP AGREEMENT



Thank you for your participation. Please indicate below which opportunities you would like to support today. Once completed, please total your contribution(s) and submit your information to our team.

If you have any questions, please contact Chris Wiersema at (208) 522-2674.

THANK YOU!

LIVE UNITED CONCERTS

SPONSORSHIP LEVEL		QTY
STAGE SPONSOR	\$1,000	
MAJOR SPONSOR	\$2,500	
UNITED SPONSOR	\$5,000	
PREMIER SPONSOR	\$10,000	
SUBTOTAL: \$		

READY, SET, GO! WEEKEND FOOD BAGS

SPONSORSHIP LEVEL		QTY
ONE WEEK	\$1,200	
TWO WEEKS	\$2,400	
MONTHLY	\$5,000	
SUBTOTAL: \$		

READY, SET, GO! CLOTHING & HYGIENE BAGS

SPONSORSHIP LEVEL		QTY
HAND RAISER	\$1,200	
PROBLEM SOLVER	\$2,400	
GAME CHANGER	\$5,000	
SUBTOTAL: \$		

READY, SET, READ!

SPONSORSHIP LEVEL		QTY
HAND RAISER	\$1,200	
PROBLEM SOLVER	\$2,400	
GAME CHANGER	\$5,000	
SUBTOTAL: \$		

CORNHOLE TOURNAMENT

SPONSORSHIP LEVEL		QTY
HAND RAISER	\$500	
PROBLEM SOLVER	\$1,500	
GAME CHANGER	\$2,500	
SUBTOTAL: \$		

YOUR PAYMENT & OTHER PREFERENCES:

Please write checks out to United Way of Eastern Idaho and send check payments to our office at 1649 Woodruff Park, Idaho Falls, ID 83401.

Credit and debit card payments can be made online at <https://www.unitedwayif.org/give-today>

☐ Check this box if you would like to receive an invoice

Total donation as indicated in sponsorship selection(s).

TOTAL: \$

CONTACT INFORMATION

BUSINESS NAME:

NAME:

PHONE NUMBER:

EMAIL ADDRESS:

CONTACT US



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