



Exclusive Partner \$10,000

- Name or Logo as Exclusive Partner on the invitation and all printed /digital marketing materials
- Logo on TV ads
- Listing as Exclusive Sponsor in the printed program and mention in the script for the evening
- Listing as Exclusive Partner on United Way of Kern County’s website (www.uwkern.org)
- Logo on banner backdrop of Red Carpet
- Your marketing materials can be placed at tables throughout event
- Company Name/Logo on a Thank You ad in The Bakersfield Californian.
- 3 reserved tables for 8 with champagne (FMV \$100 per ticket)

Elite Partner \$5,000

- Name or Logo as Elite Partner on the invitation and all printed /digital marketing materials
- Logo on TV ads
- Listing as Elite Sponsor in the printed program and mention in the script for the evening
- Listing as Elite Partner on United Way of Kern County’s website (www.uwkern.org)
- Company Name/Logo on a Thank You ad in The Bakersfield Californian.
- 2 reserved tables for 8 with champagne (FMV \$100 per ticket)

Premiere Partner \$2,500

- Listed as Premiere Partner on the invitation and all printed /digital marketing materials
- Listing as Premiere Partner in the printed program and mention in the script for the evening
- Listing as Premiere Partner on United Way of Kern County’s website (www.uwkern.org)
- Company Name listed on a Thank You ad in The Bakersfield Californian.
- Reserved table for 8 with champagne (FMV \$100 per ticket)

Gourmet Partner \$1,500

- Listed as Gourmet Partner on the invitation and other marketing materials
- Listing as a Gourmet Partner in the printed program and mention in the script for the evening
- Listing as a Gourmet Partner on United Way of Kern County’s website (www.uwkern.org)
- Company Name listed on a Thank You ad in The Bakersfield Californian.
- Reserved table for 4 with champagne (FMV \$100 per ticket)

All proceeds will benefit children of United Way of Kern County's ReGIVE and Literacy Programs

Company Name: _____ Contact Name: _____

Address: _____

Phone Number: _____ Email: _____

Sponsorship Level [] Exclusive Partner (\$10,000) [] Elite Partner (\$5,000)
 [] Premiere (\$2,500) [] Gourmet Partner (\$1,500) [] Other Gift \$ _____



United Way of Kern County



Saturday, March 2, 2019 at The Petroleum Club

Fundraising Event

Where is your Sponsorship money going?

Money raised at this event will benefit the children who participate in United Way of Kern County's Literacy programs; and the children from recently housed families who were Homeless and now have a home, thanks to the furnishings and household items donated by our ReGIVE Project.

These programs include:

- Our Book of the Month Club, which provides a new book every month for a year. In just a few years, the Book of the Month Club has grown to more than 500 families
- These free children's books are distributed at United Way's Educational activities, such as:
 - Born Learning Trails
 - Raising a Reader graduation days
 - Community resource fairs
- Last year, we distributed over 12,000 books to children at events throughout the county. Our plan is to increase our distribution to 15,000 in 2019
- The children who were homeless with their families and have been housed, receive a home library that includes 20-25 age appropriate books as well as other educational materials



United Way of Kern County