

Exciting new sponsorship opportunity....

Return by April 30!

United Way of Hastings is rolling out a new **Financial Empowerment** initiative this year...

The Power of the Pig!

What is "Financial Empowerment"?

Simply, financial empowerment means feeling in control of your own finances, having the capacity to absorb a financial shock, making financial goals, and being on track to meet them.

Why is Financial Empowerment important?

Financially empowered individuals make for better employees, better customers, stronger families, and stronger communities.

Why does United Way of Hastings care about Financial Empowerment?

Financially empowered individuals are better able to "bounce back" from financial crises such as job loss & major medical issues, and are LESS likely to need UWH funded agency services!



Why "The Power of the Pig"?

Saving for a rainy day, aka **Emergency Fund**, is one of the simplest most effective steps a financially empowered person can take to begin moving away from being "one paycheck away" from financial disaster. There is tremendous "power" in the humble piggybank!

Okay, I get it...now what can I do as a Sponsor? How can I help?

You can help us to raise money for **The Power of the Pig**, AND raise awareness of the importance of **Financial Empowerment** by sponsoring a pig for our **"Pigs on Parade"** campaign for just **\$500**. You can choose to decorate your pig yourself or let a local artist do it for you - we'll make all the arrangements!

Your Pig (& name/company logo!) will be on display and visible at....

July - Rivertown Days Parade.

Your pig will strut his/her stuff during Hastings' most famous citywide summer festival! Online voting opens the day of the parade. Will your pig win Best of Show? Best Dressed? Most Creative?

July/Aug - The Pig Pen.

The sounder (yes, a group of pigs is called a sounder, who knew?) of sponsored pigs will be "grazing" in Downtown Hastings throughout the summer while online voting continues.

Aug 31 - UWH Campaign Kickoff @ Todd Field.

The pigs will be cheering on the Raiders at the first home football game of the season and helping us kick off the start of Campaign 2017 (Shhh...just don't tell them the football's nickname!)

Sept - On the Hoof!

The pigs go traveling and take in the sights of the greater Hastings area. Let us know if you want the pigs to visit you!



Oct - Pork Belly Auction & "Bacon & Brews".

It's show time! Voting ends, winners will be announced, and all pigs will be auctioned off during a fun (and bacon!) filled event. Proceeds to benefit United Way of Hastings.

Detach and return bottom portion by April 30, 2017

Please complete form, check your sponsorship level, and return by **April 30, 2017!!**

Thank you for your support!

United Way of Hastings
PO Box 353
Hastings, MN 55033



- Gold \$1,000 Blue \$500 Red \$300 Green \$200
 I want to sponsor a pig for Pigs on Parade! \$500

Contact Person: _____

Business Name: _____

Phone: _____

Email: _____

Bill Me Payment Enclosed

2017 Campaign Sponsorship Packages



We **BANK** on our **Campaign Sponsors** to help reduce the costs of running our **Annual Giving Campaign**.

In return, **YOU** can **BANK** on us to enhance your local image and visibility, recognize you year-round as a valued **Campaign Sponsor**, and provide advertising packages with media value far exceeding the cost of sponsorship!

YOUR support allows us to direct more donor dollars to make a greater impact in the Hastings area!

\$ 1,000 Gold Package includes **A + B + C + D**

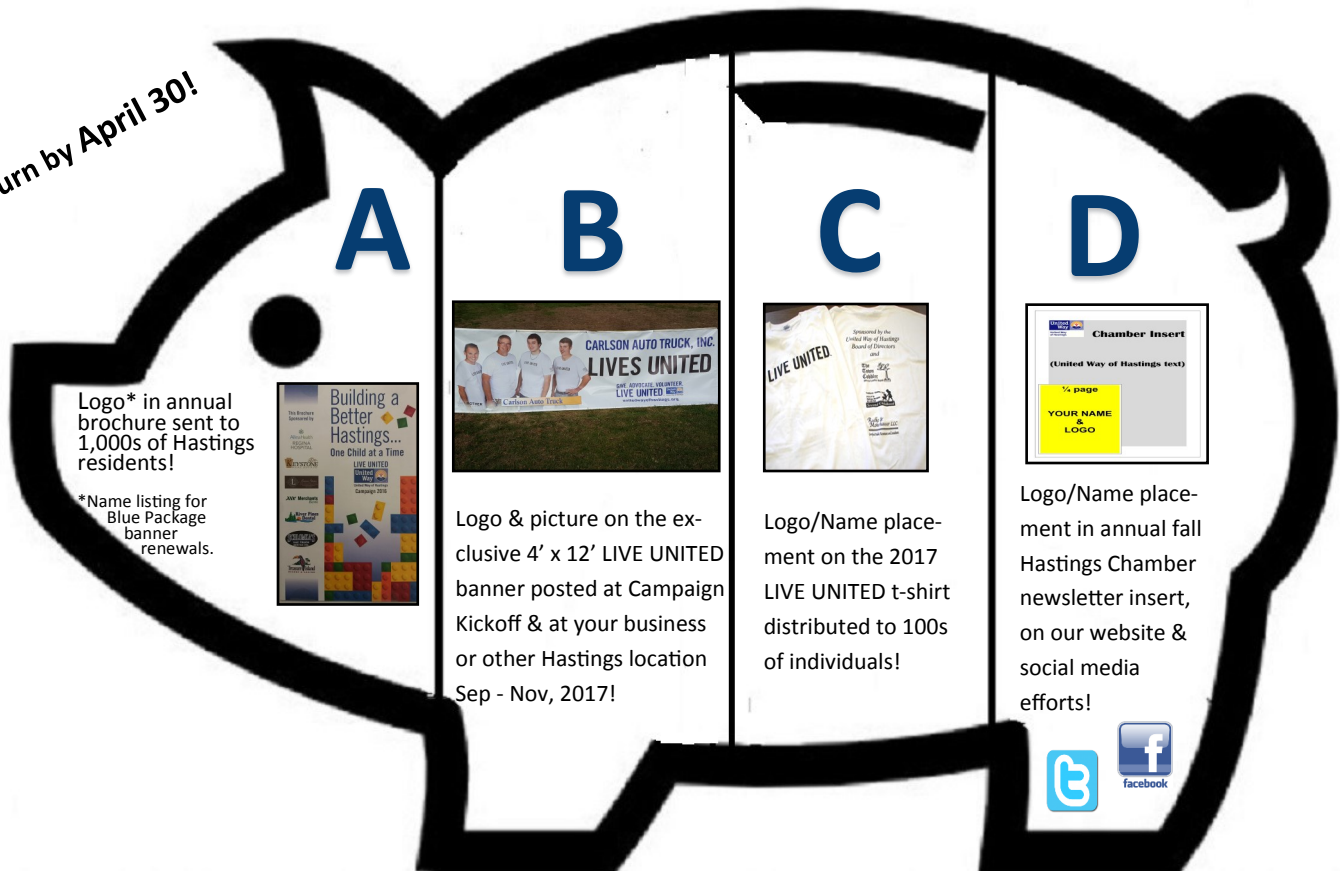
\$ 300 Red Package includes **C + D**

\$ 500 Blue Package includes **B + C + D**
 (+ name listing in **A** if renewing your sponsorship & using last year's banner!)

\$ 200 Green Package includes **D**

See reverse for an exciting **NEW Sponsorship opportunity for 2017....Pigs on Parade!!**

Return by April 30!



Hastings **BANKS** On **United Way** to support the **EDUCATION, FINANCIAL EMPOWERMENT** and **HEALTH** of all residents of **Independent School District # 200**. Visit unitedwayofhastings.org for more information on all the agencies, programs, and services United Way of Hastings funds.

Please contact **United Way of Hastings @ 651-438-3337** for more information.

Sponsorship is intended to offset costs associated with United Way of Hastings 2017 Campaign in **addition** to annual donation.
 (order form on reverse side)