

**New! Earlier
Deadline**

LIVE UNITED



United Way of Hastings

113 2nd St. E., Ste. 102
PO Box 353
Hastings, MN 55033
www.unitedwayofhastings.org
(651) 438-3337

FROM: Mari E. Mellick, CAE, Executive Director

DATE: April 1, 2022

SUBJECT: YOU HAVE THE POWER TO HELP, Campaign Sponsorship – Respond by April 15, 2022

Even during times of uncertainty, we can tackle pressing needs by working together. As a Campaign Sponsor, you receive 12 months of advertising and promotion that far exceed the costs. Your sponsorship allows the UWH to direct more donor dollars where they are needed most – to programs and services (like those listed below) that impact our community members – while your business or organization receives positive exposure and thousands of advertising impressions.

WHAT ARE THE PRESSING NEEDS?

1. The opioid & fentanyl poisoning crisis
2. Students not having basic needs & adults in their webs of support
3. Mental health challenges

WHAT IS UWH DOING?

1. Holding educational sessions (see below)
2. Providing Food4Kids student weekend food bags & training kids how to build their webs of support
3. Offering mental health webinars (see website)

SAVE THE DATES – April 26, May 3, May 10
One Pill Can Kill Education Series

Learn about the opioid & fentanyl poisoning crisis in our community and what you can do. Details at www.unitedwayofhastings.org.

ONE PILL CAN KILL

ANY pill you buy through social media, from a dealer, or even a friend can contain deadly amounts of fentanyl!



YOU have the power to help today. Don't miss this chance to help your neighbors **and** increase your visibility! Become a campaign sponsor! LIVING UNITED is working together. **As Easy as 1, 2, 3:**

JOIN THE CLUB!

1. Review the sponsorship options on the back
2. Choose your package
3. Return form and payment by April 15, 2022



2022 United Way of Hastings Board of Directors

Matt Hedrick, *President*; Scott Sharp, *Vice President*; Sarah Osterberg, *Treasurer*;
Steve Glienke, *Past President*; Charlie Black; Christopher Domingos; Valerie Howell;
Robert McDowell, EdD; Sue Bezdicek Schlomka; Matt Schacht; Mike Tappella



Sign Up
by
April 15

2022 Campaign Sponsor

Receive 12 months of advertising!



As Easy as 1, 2, 3

1. Review the sponsorship options below
2. Choose your package
3. Return form and payment by April 15, 2022

Sponsorship Package Includes:		Gold \$1,000	Blue \$500 *	Red \$300	Yellow \$200
ANNUAL APPEAL BROCHURE. Logo/name placement in campaign brochure sent to ALL Hastings households and businesses in Sept 2022. <i>Plus all packages listed below.</i>		✓			
BANNER. Logo/name/professional picture on the exclusive 4' x 12' LIVE UNITED banner posted at Campaign Kick-Off & at your business or other Hastings locations for 90 days, Sept—Nov 2022. <i>Plus all packages listed below.</i> *Renewal banners \$500 and also receive name in Gold package		✓	✓		
T-SHIRT. Logo/name placement on back of LIVE UNITED t-shirts provided to 100s of individuals throughout the year. <i>Plus all packages listed below.</i>		✓	✓	✓	
CHAMBER. Logo/name placement in Hastings Chamber e-news sent to ALL Chamber members once in the fall & mass media efforts including radio, TV, media releases. <i>Plus all packages listed below.</i>		✓	✓	✓	✓
PROMO. Logo/name placement in UWH E-News published monthly (sent to 100s of Hastings residents & businesses) & 12 months on UWH website & in social media.		✓	✓	✓	✓

Check your sponsorship level, detach & return by **April 15, 2022** to UWH, PO Box 353, Hastings, MN 55033

Gold \$1,000 Blue \$500 Red \$300 Yellow \$200

Contact Person: _____

Business Name: _____

Phone: _____

Email: _____

Bill Me Payment Enclosed

Questions? Call 651-438-3337

Sponsorship provides advertising for your business and offsets costs associated with UWH 2022 Annual Giving Campaign.

Your separate, annual donation during the campaign this fall is tax deductible.

www.unitedwayofhastings.org