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.

<table>
<thead>
<tr>
<th>WHAT ARE THE PRESSING NEEDS?</th>
<th>WHAT IS UWH DOING?</th>
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<tbody>
<tr>
<td>1. The opioid &amp; fentanyl poisoning crisis</td>
<td>1. Holding educational sessions (see below)</td>
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<td>2. Students not having basic needs &amp; adults in their webs of support</td>
<td>2. Providing Food4Kids student weekend food bags &amp; training kids how to build their webs of support</td>
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<td>3. Mental health challenges</td>
<td>3. Offering mental health webinars (see website)</td>
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</table>

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:

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

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.

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
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:

ANNUAL APPEAL BROCHURE. Logo/name placement in campaign brochure sent to ALL Hastings households and businesses in Sept 2022. *Plus all packages listed below.

Gold $1,000 ✔
Blue $500 *
Red $300
Yellow $200

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. *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.

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.

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

Contact Person: ________________________________
Phone: ________________________________

Business Name: ________________________________
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