



A Night in Full Bloom

SPONSORSHIP OPPORTUNITIES

FRIDAY, APRIL 11, 2025 | INWOOD OAKS



United Way of
Washington County-East

EVENT OVERVIEW

Mark your calendars for an unforgettable evening as we celebrate 76 years of impact and community support at the United Way Gala – A Night in Full Bloom. This annual event, the premier gala of the season, will take place on Friday, April 11, 2025, at the elegant Inwood Oaks in Oakdale. It promises to feature a delightful evening filled with a plated dinner, entertainment, live and silent auction, games, and a variety of ways to support United Way of Washington County-East. Whether you're a long-time supporter or new to our cause, A Night in Full Bloom offers an inspiring way to connect, celebrate, and create change. Together, we'll ensure that United Way's legacy of strengthening lives and transforming communities continues to thrive for generations to come. Secure your spot now as a sponsor!

ABOUT YOUR LOCAL UNITED WAY

We prioritize vision, mission, values, and strategy as the driving forces behind our organization. By allocating funds to our priority impact areas, we aim to address critical community needs and generate positive impacts. We are committed to investing in proven, strategic programs that foster lasting and transformative change. We are currently funding 17 local agencies and their 31 critical programs.

Our priority impact areas include:

Youth – Ensure that our children and youth can thrive, today and in the future.

Health – Promote health and independence, particularly for individuals who are older, have disabilities, or are living with mental health or physical health challenges.

Basic Needs – Provide basic needs and financial stability, especially in these unpredictable economic times.

Self-Sufficiency – Support self-sufficiency and connect people to the services they need.

COMMUNITIES WE SUPPORT

Afton

Bayport

Bayport Township

Dellwood

Grant

Hugo

Lake Elmo

Lakeland

Lakeland Shores

Mahtomedi

Marine on St. Croix

May Township

Oak Park Heights

Lake St. Croix Beach

St. Mary's Point

Stillwater

Stillwater Township

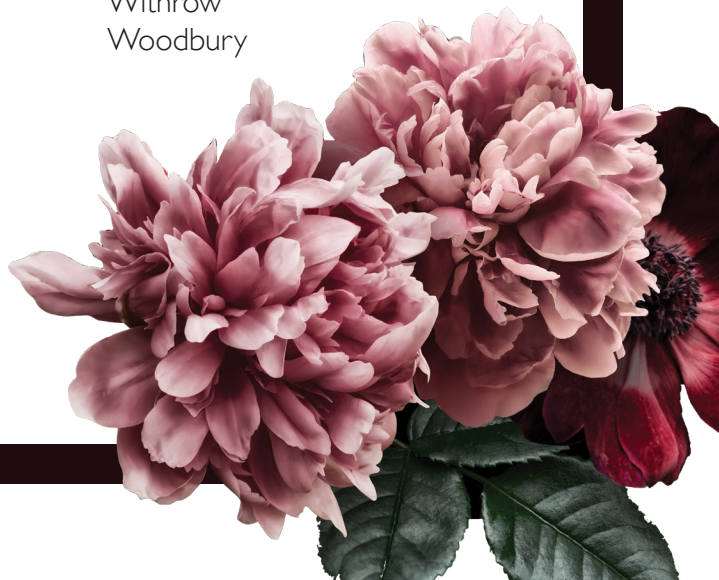
West Lakeland Township

Withrow

Woodbury



United Way of
Washington County-East



ORCHID SPONSOR - \$10,000 (Only One Available)

Before Event

- Logo/Name featured on the event website as presenting sponsor receiving sole placement
- Logo/Name on selected printed materials
- Logo/Name included in all email blasts
- Organic* social media posts featuring Logo/Name
- Logo/Name included on personalized sponsor toolkit
- Logo/Name on printed invitation - **deadline February 7, 2025**

During Event

- VIP Experience with premium wine & special touches at your table(s)
- 2 Reserved tables for 10 guests per table including Logo/Name on table signage
- Opportunity to share your own message with guests during program (3 minute limit)
- Verbal recognition during the event
- Logo/Name featured on select printed material and event program
- Logo/Name featured in digital signage

After Event

- Logo/Name featured in our newsletter
- Acknowledgment in our Annual Report
- Personalized thank you on social media

ROSE SPONSOR - \$7,500

Before Event

- Logo/Name featured on the event website
- Logo/Name on selected printed materials
- Logo/Name included in all email blasts
- Organic* social media posts featuring Logo/Name
- Logo/Name included on personalized sponsor toolkit
- Logo/Name on printed invitation - **deadline February 7, 2025**

During Event

- VIP Experience with premium wine & special touches at your table
- Reserved table for 10 guests per table including Logo/Name on table signage
- Submit a one minute video to be shown during program
- Verbal recognition during the event
- Logo/Name featured on select printed material and event program
- Logo/Name featured in digital signage

After Event

- Logo/Name featured in our newsletter
- Acknowledgment in our Annual Report
- Personalized thank you on social media

Organic = unpaid social media ads*



LILY SPONSOR - \$5,000

Before Event

- Logo/Name featured on the event website
- Logo/Name on selected printed materials
- Logo/Name included in all email blasts
- Organic* social media posts featuring Logo/Name
- Logo/Name included on personalized sponsor toolkit
- Logo/Name on printed invitation - **deadline February 7, 2025**

During Event

- Reserved table for 10 guests per table including Logo/Name on table signage
- Logo/Name featured on select printed material and event program
- Logo/Name featured in digital signage

After Event

- Logo/Name featured in our newsletter
- Acknowledgment in our Annual Report
- Personalized thank you on social media

PEONY SPONSOR - \$3,500

Before Event

- Logo/Name featured on the event website
- Logo/Name on selected printed materials
- Logo/Name included in all email blasts
- Organic* social media posts featuring Logo/Name
- General sponsorship toolkit

During Event

- Reserved table for 8 guests per table including Logo/Name on table signage
- Logo/Name featured on select printed material and event program
- Logo/Name featured in digital signage

After Event

- Logo/Name featured in our newsletter
- General thank you on social media

Organic = unpaid social media ads*



IRIS SPONSOR - \$2,000

Before Event

- Logo/Name on selected printed materials
- Organic* social media posts featuring Logo/Name
- General sponsorship toolkit

During Event

- Reserved table for 8 guests per table including Logo/Name on table signage
- Logo/Name featured on select printed material and event program
- Logo/Name featured in digital signage

After Event

- Logo/Name featured in our newsletter
- General thank you on social media

QUESTIONS OR READY TO SECURE YOUR SPOT?

Please contact Kelly Stenerson, Development and Community Engagement Manager, to discuss details. Kelly can be reached via phone at 651-366-0611 or via email at kelly.stenerson@uwwce.org

AUCTION DONATIONS

The auction at United Way Gala plays a critical role in the success of the event, offering unique items and experiences for guest to bid on during the online and live auctions. Donating an item is an easy way to make a huge difference. A few popular ideas include in-home dining or cocktail experiences, sporting event tickets, concert tickets, vacation home stays, gift cards. The opportunities are truly endless. Your business or individual name will be recognized through the auction as a donor, generating awareness of your support of the United Way of Washington County-East.

Please contact Erin McQuay, Individual Giving Manager, to discuss details via phone at 651-439-3838 ext 4 or via email at erin.mcquay@uwwce.org



United Way of
Washington County-East

Organic = unpaid social media ads*

