



Marshfield Area
UNITED WAY

2026 ANNUAL SPONSORSHIP PROGRAM

Marshfield Area United Way hosts events throughout the year to financially support our programs, connect with new audiences, and increase awareness of our work in the community. We are pleased to offer our 2026 Annual Sponsorship Program, a unique opportunity for your organization to support these fundraising events. As a valued sponsor, your generosity helps provide essential resources to fuel our mission, while also offering you valuable brand visibility and engagement with a variety of audiences.

We look forward to partnering with you this year to make a meaningful impact on our community!



DOWNTOWN WINE & BEER WALK (SATURDAY, MAY 9, 2026)

One of the most anticipated events of the year! This experience brings 325+ participants to the heart of downtown Marshfield. Participants stroll through downtown as they sip and sample a variety of delicious wines and refreshing beers while exploring local businesses.

NEW



DAIRYFEST DASH: MOO-VE IT, MARSHFIELD! (SATURDAY, MAY 30, 2026)

A pre-parade 2-mile and 5-mile fun run celebrating our community's commitment to all things dairy. This event will also offer a FREE kids fun run on Friday, May 29 at Columbia Park.



GOLF SCRAMBLE (FRIDAY, JULY 24, 2026)

Build connections and enjoy a memorable day of golf while supporting Marshfield Area United Way! This event features 36 teams, that's 144 players and dozens volunteers in attendance enjoying special games and raffles.



MAKE A DIFFERENCE DAY (SATURDAY, OCTOBER 24, 2026)

Make a difference by assisting senior and disabled community members who need a little help with fall yard clean-up. This event brings together 150+ volunteers all pitching in to rake and bag leaves. This day of impact includes volunteer teams from businesses, families, and friends all coming together to give back to our community.



GIVE AND WIN SWEEPSTAKES

The Give and Win Sweepstakes is an important incentive in our annual giving campaign. Donors contributing just \$1/week (\$52/year) receive 50 chances to win one of four \$1,000 cash prizes. Donors increasing their previous year's donation by just \$1 double their odds. An important perk offered in our campaign, the sweepstakes is marketed in businesses as well as with individual donors (5000+ individuals).

To learn more about sponsorship opportunities and benefits and to confirm your commitment, please fill out the form on the back of this sheet.

SPONSORSHIPS CAN BE MAILED TO: MARSHFIELD AREA UNITED WAY, 612 W BLODGETT STREET, MARSHFIELD, WI, 54449
OR EMAILED TO ASHLEY@MARSHFIELDAREAUNITEDWAY.ORG.



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SPONSORSHIP BENEFITS

We offer four sponsorship levels for flexibility to fit your organization.

	TRAILBLAZER	GAME CHANGER	DIFFERENCE MAKER	HAND RAISER*
EVENT EXPOSURE	\$7000	\$5000	\$2500	\$600
Presenting Sponsor of One Event (Choose 1 of the 4 available)	X			
Opportunity to share brief remarks at one special event	X			
Verbal recognition at each special event	X	X		
Logo included on printed and/or digital program or event materials	X	X	X	X
Complimentary tickets for events: Downtown Wine & Beer Walk, Dairyfest Dash and Golf Scramble <i>*Hand Raiser sponsors who select either the Downtown Wine & Beer Walk, Dairyfest Dash, or Golf Scramble will receive up to four (4) tickets to their chosen event.*</i>	UP TO 8	UP TO 8	UP TO 4	*
Complimentary drink ticket for each team member at the Golf Scramble	8			
Employee volunteer opportunities	X	X	X	X

BRAND RECOGNITION

Logo included on Give & Win Sweepstakes materials (distributed to 5,000+ individuals)	X			
Logo featured on a promotional item at one event (e.g., Wine & Beer Walk, Dairyfest Dash or Golf Scramble)	X			
Logo on t-shirts for Dairyfest Dash and Make a Difference Day	X	X	X	
Company name displayed on the Friends of United Way wall in the office lobby	X	X	X	
Recognition in the annual report	X	X	X	X
Recognition on event signage	X	X	X	X

YEAR-ROUND DIGITAL/MEDIA EXPOSURE

Recognition as Friends of United Way on United Way's homepage	X	X		
Company logo placement with Friends of United Way in email newsletters	X	X		
Recognition with Friends of United Way on our social media platforms	Biannual	Annual	Annual	

ANNUAL SPONSORSHIP COMMITMENT FORM

BUSINESS NAME		CONTACT NAME	
BUSINESS MAILING ADDRESS		PHONE	
BUSINESS CITY/ZIP			
CONTACT EMAIL			

PLEASE SELECT ONE OF THE FOLLOWING SPONSORSHIP OPTIONS : ☐ TRAILBLAZER ☐ GAME CHANGER ☐ DIFFERENCE MAKER ☐ HAND RAISER*

*HAND RAISER SPONSORSHIP PLEASE SELECT ONE EVENT FOR RECOGNITION: ☐ DAIRYFEST DASH ☐ WINE & BEER WALK ☐ GOLF SCRAMBLE ☐ MAKE A DIFFERENCE DAY

PAYMENT OPTIONS

- ☐ CHECK ENCLOSED *PLEASE MAKE CHECK PAYABLE TO MARSHFIELD AREA UNITED WAY
- ☐ INVOICE FULL AMOUNT
- ☐ INVOICE INSTALLMENTS (April and October)

SCAN QR CODE
TO COMPLETE
ONLINE:



SIGNATURE: _____

DATE: _____