

2025 SPONSORSHIP OPPORTUNITIES

Pioneer Possibilities: Your Impact, Our Community, Together in 2025!



SERVING OUR COMMUNITY, Together.

FOR 100 YEARS AND COUNTING,

United Way Pioneer Valley has mobilized community resources to meet community needs throughout Hampden County, Granby, and South Hadley. Through strong local partnerships with volunteers, local businesses, government, and nonprofit organizations, UWPV accomplishes together what no one can do alone.

As a sponsoring partner to UWPV, you receive a host of benefits including visibility and recognition at our signature community events. We can also create customized team volunteer opportunities to benefit the causes and organizations you're passionate about.



SPONSORSHIP LEVELS AND BENEFITS

Your sponsorship of United Way Pioneer Valley provides an infusion of financial support that makes our work possible. We consider our sponsors to be partners in our mission to mobilize community resources, and we provide a broad menu of promotional and recognition opportunities for your generous support.

PLATINUM SPONSOR

\$10,000

- Prominent recognition as a Platinum Sponsor at all signature events for one year
- Prominent logo and/or name placement on event materials
- Prominent logo and/or name placement on digital marketing materials
- Logo and/or name on website
- Company/organization highlight in our newsletter
- Complimentary admission for 8 guests to celebration and kick-off events
- Curated team volunteer opportunity for up to 8 people

GOLD SPONSOR

\$5,000

- Recognition as a Gold Sponsor at all signature events for one year
- Logo and/or name placement on event materials
- Logo and/or name placement on digital marketing materials
- Company/organization highlight in our newsletter
- Complimentary admission for 4 guests to celebration and kick-off events
- Curated team volunteer opportunity for up to 8 people

SILVER SPONSOR

\$2,500

- Recognition as a Silver Sponsor at all signature events for one year
- Company/organization highlight in our newsletter
- Complimentary admission for 2 guests to celebration and kick-off events
- Curated team volunteer opportunity for up to 8 people

BRONZE SPONSOR

\$1,000

- Recognition as a Bronze Sponsor at all signature events for one year
- Complimentary admission for 2 guests to celebration and kick-off events

SUPPORTING SPONSOR

\$500

- Recognition as a Supporting Sponsor at all signature events for one year

ADDITIONAL WAYS TO BE INVOLVED

Sponsorship is only one way to support our work. Attend our events, volunteer with us, make an annual donation, support us through payroll deduction, or contribute supplies for our various drives.

DONATE

When you make a monthly, annual, or one-time gift to UWPV, either by mail or through our website, your dollars join those of thousands of others in Hampden County and beyond to provide meaningful, measurable assistance to those who need it.

WORKPLACE PAYROLL CAMPAIGNS

Workplace gifts come in many forms - employee contributions through payroll deduction, corporate matching gifts, or in-kind products and services. No matter the method, it all helps to ensure the delivery of critical programs and services in our area.

VOLUNTEER

From the pantry to the boardroom, we leverage our unique position as a community connector to promote and expand volunteer opportunities throughout the Pioneer Valley. In this way, we build the capacity of our local nonprofit organizations together, united by our shared determination to help others and strengthen our communities. Visit our volunteer portal, VolunteerConnect, to see opportunities with nonprofits throughout our region.



WE'RE HERE TO HELP!

To become a sponsor or to donate, please contact:

JESSICA PROKOP

Chief Development Officer
413-693-0222
jprokop@uwpv.org

For volunteer opportunities and community engagement, please contact:

ALEXANDRA MAGGIO

Senior Director of Volunteer Engagement
413-693-0212
amaggio@uwpv.org



SPONSORSHIP OPPORTUNITIES

STUFF THE BUS

AUGUST 2025

Stuff the Bus is our annual program to bring school supplies to unhoused students. We work with public school districts in Hampden County, South Hadley, and Granby to ensure that all youth in need receive a backpack filled with supplies for the school year.

STUFF THE TRUCK

DECEMBER 2025

Stuff the Truck is our annual food drive event partnering with the Hampden County Sheriff's Office. Taking place throughout Holyoke, we aim to collect nonperishables and some essential items that are often missing from the weekly food deliveries we receive for our pantries.

CHAMPIONS OF CHANGE

MAY 2025

This event will mark the official start of the annual campaign for UWPV. Join donors and supporting organizations from across Hampden County, Granby, and South Hadley to launch the campaign season.

Sponsors will receive complimentary tables or tickets, depending on gift level.

DAYS OF CARING

YEAR-ROUND

We connect local volunteers in the Pioneer Valley community to nonprofit organizations and schools to complete meaningful, relevant activities such as landscaping, painting, gardening, and direct community support.

FOOD ACCESS

YEAR-ROUND

In Hampden County, over 49,000 people don't have enough to eat. Many families have to make tough choices between buying food and meeting their other basic needs. Our Springfield, Holyoke, and Chicopee Pantries are open to the public weekly, providing food, toiletries, and other items to help our community.

ONBOARD

YEAR-ROUND

More than a single event, OnBoard is a programmatic resource designed to support the health and viability of our community's nonprofit leadership – the Board. Hosted by UWPV, OnBoard offers a series of instructional webinars, networking opportunities, and community engagement activities to prepare anyone for Board service. In December a culminating matching event will bring together area non-profits and board service seekers to mix, mingle, and match.

Sponsors will receive complimentary tables or tickets, depending on gift level.

THRIVE FINANCIAL WELLNESS

YEAR-ROUND

Thrive Financial Wellness programming supports individuals and social service organizations in developing strategies for their clients to achieve financial goals through targeted seminars and collaborative learning events. Thrive is about more than dollars and cents. It is about creating knowledge and developing habits of financial wellness.