

ABOUT THE EVENT

More than 200 guests will dress as their favorite movie character or star for United Way of Northeastern Minnesota (UWNEMN)'s 17th annual Power of the Purse event! This star-studded event will feature food and wine tasting, games and raffles, and live and silent auctions for high-end items like purses, pampering packages, weekend getaways, and so much more.

Event proceeds support the Imagination Library program in our community.

HELP US ROLL OUT THE RED CARPET FOR



UNITED WAY
Northeastern
Minnesota

POWER OF
THE PURSE

January 30, 2025 ☆ Iron Trail Motors Event Center

CHOOSE YOUR SPONSORSHIP LEVEL:

PRESENTING SPONSOR - \$5,000

- Your logo at the top and headlining all of our promotional material including the app event; event poster; newspaper ads in the Mesabi Tribune, Hometown Focus and the Timberjay; all social media platforms; United Way website; and email communications to over 9,000
- Inclusion in radio announcements
- 16 tickets (two reserved tables) to event

GOLD SPONSOR- \$2,500

- Large logo on all promotions including social media (graphic), newsletters (10,000 dedicated subscribers), website, and print ads (20,000+ total circulation).
- Half page shared ad in event program.
- Event and tabletop signage.
- Eight (8) tickets to event with VIP seating.

SILVER SPONSOR- \$1,000

- Small logo on all promotions including social media (graphic), newsletters (10,000 dedicated subscribers), website, and print ads (20,000+ total circulation).
- Quarter page shared ad in event program.
- Event and tabletop signage.
- Four (4) tickets to the event.

BRONZE SPONSOR- \$500

- Name mention on all promotions including social media (graphic), newsletters (10,000 dedicated subscribers), website, and print ads (20,000+ total circulation).
- Name mention in event program.
- Two (2) tickets to the event.

Checks Payable To:

United Way of Northeastern Minnesota
608 East Drive, Chisholm MN 55719

218-215-2422

elizabeth@unitedwaynemn.org

Contact Person _____

Business/Organization Name _____

Address _____

Phone _____ Email _____

Signature _____

SIGN ON BY NOVEMBER 1, 2024, TO BE INCLUDED IN ALL PROMOTIONS!



United Way of Northeastern Minnesota is proud to promote early literacy in our region as the local affiliate for the Imagination Library program. Donations to UWNEMN help purchase and deliver books to local children birth to age five at no cost, regardless of income. More than **330,000** books have been delivered since UWNEMN brought the program to our region in 2008.