



Cedar Valley United Way



SPONSORSHIP OPPORTUNITIES

Over the Edge is a unique fundraising event, providing participants the thrilling opportunity of rappelling down a building in an exciting and completely safe environment. Each individual must raise at least \$1,000 to go Over The Edge, which will benefit United Way's Community Impact Fund.



FRIDAY, SEPTEMBER 27, 2024*

*Rain date: Saturday, September 28, 2024



9 AM - 5 PM



TECHWORKS CAMPUS

360 Westfield Avenue, Waterloo, IA 50701

This could be you!



SPONSORSHIP OPPORTUNITIES

BASE PACKAGE

- Company logo and link on our Over the Edge webpage
- Company logo on all promotional materials for the event (including event signage), emails, PSAs and print ads
- Opportunity to add coupons or promotional ads to email communication with Edgers
- Invitation to the post-event after-party
- Company logo and recognition during after-party event and Over the Edge event
- Company logo on back of event tshirt
- Opportunity to provide items for swag bags to participants



FEARLESS SPONSOR

\$10,000

As a Fearless Sponsor, your organization will receive the above base package plus:

- VIP Tent sponsor
- Company logo on Edger helmets
- Opportunity to speak at event and event after-party
- 12 custom tshirts
- Logo on window clings shown on building as Edgers rappel
- Photo of VIP Edger's rappel, including royalty-free rights to use image for corporate promotion
- 4 VIP Edgers
- 4 VIP Edger spotlight social media posts
- Sponsor Spotlight social media post on Facebook and Instagram

RIGGING SPONSOR

\$7,500

As a Rigging Sponsor, your organization will receive the above base package plus:

- Opportunity to speak at event
- 10 custom tshirts
- Logo on window clings shown on building as Edgers rappel
- Photo of VIP Edger's rappel, including royalty-free rights to use image for corporate promotion
- 2 VIP Edgers
- 2 VIP Edger spotlight social media post
- Sponsor Spotlight social media post on Facebook and Instagram



SPONSORSHIP OPPORTUNITIES

BASE PACKAGE

- Company logo and link on our Over the Edge webpage
- Company logo on all promotional materials for the event (including event signage), emails, PSAs and print ads
- Opportunity to add coupons or promotional ads to email communication with Edgers
- Invitation to the post-event after-party
- Company logo and recognition during after-party event and Over the Edge event
- Company logo on back of event tshirt
- Opportunity to provide items for swag bags to participants



ROPE SPONSOR

\$5,000

As a Rope Sponsor, your organization will receive the above base package plus:

- 8 custom tshirts
- Logo on window clings shown on building as Edgers rappel
- 1 VIP Edger
- Photo of VIP Edger's rappel, including royalty-free rights to use image for corporate promotion
- 1 VIP Edger spotlight social media post
- Sponsor Spotlight social media post on Facebook and Instagram

LANDING SPONSOR

\$2,500

As a Landing Sponsor, your organization will receive the above base package plus:

- 1 VIP Edger
- 1 VIP Edger spotlight social media post
- Sponsor Spotlight social media post on Facebook and Instagram

RAPPELING SPONSOR

\$1,000

As a Rappelling Sponsor, your organization will receive the above base package plus:

- Sponsor Spotlight social media post on Facebook and Instagram



SPONSORSHIP OPPORTUNITIES

BASE PACKAGE

- Company logo and link on our Over the Edge webpage
- Company logo on all promotional materials for the event (including event signage), emails, PSAs and print ads
- Opportunity to add coupons or promotional ads to email communication with Edgers
- Invitation to the post-event after-party
- Company logo and recognition during after-party event and Over the Edge event
- Company logo on back of event tshirt
- Opportunity to provide items for swag bags to participants

STORY SPONSOR

\$500

As a Story Sponsor, your organization will receive the above base package.

Custom sponsorship packages are also available. Email Sam.Gutknecht@cvuw.org to explore other sponsorship opportunities!

ONE SMALL STEP FOR EDGERS. ONE GIANT LEAP FOR OUR COMMUNITY.



All proceeds benefit the Cedar Valley United Way campaign, changing the lives of thousands of Cedar Valley individuals and families.



Through collaborative effort and using data, Cedar Valley United Way identifies our community's greatest needs in the areas of health, education and financial stability.



Cedar Valley United Way then invests in local programs and services to impact those target areas to make the biggest impact possible.

