



UNITED WAY
Kearney Area



2026-2027 Partnership Opportunities

2222 2nd Ave Ste. 802
Kearney, NE 68847
308.237.6840
uwka.org





UNITED
is the
WAY

Dear Business Owner/ Manager,

Thank you for considering a partnership with United Way of the Kearney Area in 2026-2027. We are so fortunate to live in a community that is filled with businesses and individuals like you. You are a critical part of what makes Kearney an amazing place to live, work, and raise families!



In this packet, you will find all of the 2026-2027 business partnership opportunities for United Way. You are sure to find something that matches your business' needs and priorities for advertising and community impact.

In addition to marketing and community impact, some of the partnership opportunities will get your employees directly involved. These activities will spur your employees to generosity while building a strong sense of purpose and community within your business through professional development, volunteerism, and generosity.

United Way is a great choice for community impact because of our broad footprint in the areas of health, community resiliency, youth opportunity and financial security. Whether you are sponsoring a particular program, an event, or participating in the campaign in some way, your partnership creates opportunities and support for your neighbors, customers and future employees.

Thank you for your consideration and support!

Sincerely,

Savannah Lyon

Savannah Lyon
Executive Director
Savannah@uwka.org

See sponsorship
information online:



uwka.org/sponsorships

Our Mission:

To improve lives by mobilizing the caring power of our community to advance youth opportunity, financial stability and healthy community, and community resiliency for every person.

Youth Opportunity

- Recreational Scholarships
- Coats for Kids
- Free Little Libraries
- Friends Program
- Head Start
- CASA in Franklin County

Financial Stability

- Adulting 101
- Ride United
- Jubilee Center
- Homeless Prevention

Healthy Community

- United Against Hunger
- Little Free Pantries
- Commodities Supplemental Food Program
- Minden Senior Center
- Immunization Program
- HelpCare Clinic

Community Resiliency

- CommUNITY Fest
- 2-1-1
- Resource Directory
- Project BluePrint
- Disaster Relief
- Good on the Go Events

2025 Impact

25

nonprofits
supported

\$162,963

community
impact
donations

565

volunteers

3,800

volunteer
hours

15,420

local people
helped

\$58,000

in direct food
assistance

2026-2027 Sponsorships

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2027 Campaign Sponsor

Use your **marketing budget** to get your business directly in front of thousands of people in the Kearney area **while** making an impact!

The Campaign Sponsor co-brands the annual community campaign from August through April, providing for campaign materials and advertising to enhance fundraising impact. It allows campaign donations to be directed to the community instead of printing and advertising.

Target Audience: Advertising will reach thousands of people in the Kearney area, including leaders and employees in 25 Kearney area businesses including Kearney Public Schools, UNK, Kearney Regional Medical Center, Parker, Eaton, Chief, FNBO, Pinnacle Bank, Black Hills Energy and more.

Campaign Goal: This year's goal is to raise \$150,000 through the community campaign. Community Campaign dollars are allocated to local nonprofits and projects.

Your support ensures that donations from individuals can go to help people in need.

It is anticipated that at least three new campaigns will be added this year.

Campaign materials
are put directly in the
hands of over 3000
people in Kearney!

5



Campaign Sponsor Benefits



- First rights for owner/ leadership to be the Campaign Chair
- Logo on all Campaign materials including:
 - Billboard for one month (\$2500 value)
 - Thermometer signs (\$1000 value)
 - Brochures (\$2500 value)
 - Posters (\$250 value)
 - Website (\$250 value)
 - Social Media Recognition (\$500 value)
- Radio appearances on KGFW
- Speaking opportunities at local businesses
- Sponsorship recognition for events including:
 - United Against Hunger (\$1,000 value)
 - BBQ on the Bricks (\$1,000 value)
 - CommUNITY Fest (\$1,000 value)
 - 2027 Fairway Fundraiser (\$500 value)
- Full color ad on inside cover of Resource Directory (\$2000 value)
- 10% off a Good on the Go event (\$500-\$2,000 value)
- Co-host Campaign Kick-off Event with Chamber (\$2500 value)
- 1 free spot for an employee in Project BluePrint (\$375 value)

Value over \$15,000 for only \$10,000

Only one sponsorship available per year.

Quarterly payment plan options available.

See sponsorship
information online:



www.uwka.org/sponsorships or
complete and return page 29.

Mission Sponsor

Mission Sponsors are passionate about a specific area of need in the community: Health, Youth, Financial Stability, or Community Resiliency. Your business' sponsorship of a particular mission helps your business gain recognition within that area of need. By coupling your marketing budget with your community impact donations, you can make a real impact for those in need.

Target Audience: Advertising will reach thousands of people in the Kearney area, including leaders and employees in 25 Kearney area businesses including Kearney Public Schools, UNK, Kearney Regional Medical Center, Parker, Eaton, Chief, FNBO, Pinnacle Bank, Black Hills Energy and more. There is also an opportunity to promote your business to local nonprofits within your mission emphasis.

Campaign Goal: This year's goal is to raise \$150,000 through the community campaign. Community Campaign dollars are allocated to local nonprofits and projects. Your support provides the first dollars toward community impact.

Four Mission Sponsorships are available per year:

- Healthy Community Sponsor
- Youth Opportunity Sponsor
- Financial Security Sponsor
- Community Resiliency Sponsor

Mission Sponsor Benefits

- Logo on Campaign materials including:
 - Brochures (\$2000 value)
 - Posters (\$250 value)
 - Website (\$250 value)
 - Social Media Recognition (\$250 value)
- Sponsorship recognition for events including:
 - BBQ on the Bricks (\$500 value)
 - CommUNITY Fest (\$500 value)
 - 2027 Fairway Fundraiser (\$250 value)
- Full color - full page ad in Resource Directory (\$1,250 value)
- 10% off a Good on the Go event (\$500-\$2,000 value)
- 1 free spot for an employee in Project BluePrint (\$350 value)
- Mission Specific Sponsorships:
 - Healthy Community
 - United Against Hunger (\$1,000 value)
 - Youth Opportunity
 - Adulthood 101 Sponsorship (\$1,000 value)
 - Financial Security
 - VITA Sponsorship (\$1,000 value)
 - Community Resiliency
 - Ride United Sponsorship (\$1,000 value)
- PLUS impact reporting directly tied to your Mission Sponsorship

Value over \$7,000 for only \$5,000

Only one Mission Sponsor available for each category.

Quarterly payment plan options available.

See sponsorship
information online:



www.uwka.org/sponsorships or
complete and return page 29.

Workplace Campaigns

Inspire generosity.

Promote the community.

Build purpose.

Workplace Campaigns are unique opportunity to engage your employees in generosity while creating a sense of purpose and community within your company!

Payroll deductions are the EASY button for giving. It can be hard to donate \$250 for some employees. But it's EASY to donate \$10/paycheck!

Target Audience: All employees! By giving your employees easy options to donate to their favorite nonprofits through their paycheck, you help inspire generosity. Generosity is joyful! Everyone should have the opportunity to give at a level and by the means that is best for them.

Campaign Goal: This year's goal is to raise \$150,000 through the community campaign. Community Campaign dollars are allocated to local nonprofits and impact projects. Your employees can designate their dollars to any human services nonprofit of their choice through United Way or to the general campaign.

Make a bigger impact: When you match your employee's giving you show that the things they value are important to you, too. Campaign Coordinators help make your campaign fun with games, prizes, and competitions. The United Way campaign is something that employees look forward to all year!

What is a United Way Workplace Campaign?

A workplace campaign is an easy opportunity for employees to contribute to the community's most pressing needs while building company culture. This can occur anytime throughout the year, but most employers hold their campaign during open enrollment while people are already thinking about benefits.

Employers are encouraged to set a goal, assist with funds for activities, match contributions and create a committee to plan out the campaign which can include any of the following activities:

Step one: Kickoff event – food and presentation by United Way (and an agency)

Step two: Regular communication and updates from committee members.

Step three: Set a due date for pledge forms to be turned in.

Step four: Celebrate your success and reward employees!

Remember: Inspire generosity with heartfelt stories of impact and make it fun!

How can employees donate?

United Way can facilitate however the company wishes to set this up for employees including any combination of the following:

- Payroll deductions (HR processes donations and sends United Way a payment bi-weekly or monthly throughout the year)
- One-time donations via cash, check, credit card or Venmo
- Recurring credit card donations online (monthly and quarterly)
- Fundraising activities within the company during the company's campaign which can include:
 - PTO sales (sure winner!)
 - Food (always a hit!)
 - Drawings, raffles or auctions
 - Snack carts
 - 5K or golf tournament
 - T-shirt sales

Where do donations go?

Employees can choose to designate their donation to any human service agency (fees are subject to the United Way policy.) General donations are divided between United Way and our partner agencies for impact purposes. Employees outside of the Kearney area can donate and their donations will be distributed to their local United Way.

Questions? Contact Savannah Lyon at Savannah@UWKA.org or 308-237-6840

United Is the Way We Stand

In celebration of America's 250th birthday, the 2026-2027 Campaign will reflect the patriotic spirit of community and generosity with the theme "United is the Way We Stand."

Your business can help inspire generosity with a prize donation. Everyone who pledges or donates \$250 or more to the Community Campaign will be entered into a drawing for prizes. A \$250 pledge is approximately \$5 per week. Pledges or donations of \$500 or more will receive two entries and a free campaign t-shirt.

Grand prize: \$2500 cash

Other prize examples, not limited to:

- Grocery gift cards
- Pizza for a year (2 pizzas/month for 12 months)
- Outdoor equipment
- Grill or smoker
- Electronics (iPad, headphones, tv, etc)
- Appliances
- Staycation
- Themed basket
- Furniture
- House cleaning or lawn care service
- Yeti Cooler
- Husker volleyball or football tickets
- Gift certificates for experiences
- Golf lessons

Pledges or donations must be made by January 31, 2027. The drawing for prizes will be held during the 2027 Annual Meeting in April. Please note: larger items will not be picked up until April 2027. All donations should be made available for the winners on or after April 2027 with ample time allotted for the winners to arrange the use of their winnings.

Sponsorship Benefits

\$2,500 Sponsorship (Grand Prize) - one available!

- Title sponsorship for the 250 Drawing
- Recognition on flyers and posters
- Large logo on campaign t-shirt
- Logo on website
- Monthly recognition on social media (August-January)
- Email recognition on campaign promotions
- Table at annual meeting (8 tickets)
- Full page b&w ad in Resource Directory

\$1,000 Sponsorship

- Logo on flyers and posters
- Logo on campaign t-shirt
- Monthly recognition on social media (August-January)
- Email recognition on campaign promotions
- Four tickets to annual meeting
- ½ page b&w ad in Resource Directory

\$500 Sponsorship

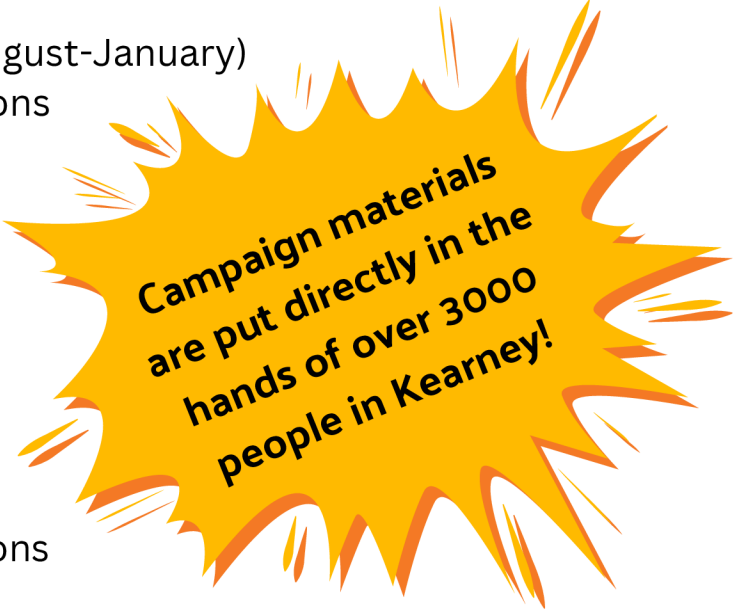
- Logo on flyers and posters
- Logo on UWKA website
- Logo on event t-shirts
- Social media recognition
- Email recognition on campaign promotions
- Two tickets to annual meeting

\$250 Sponsorship

- Logo on flyers and posters
- Logo on event t-shirts
- Email recognition on campaign promotions
- Social media recognition

\$100 Sponsorship

- Recognition on flyers and posters
- Email recognition on campaign promotions
- Social media recognition



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people in Kearney!

See sponsorship
information online:



www.uwka.org/sponsorships or
complete and return page 29.

United Against Hunger

Did you know that about 1 in 8 Buffalo County residents are facing food insecurity? Nearly 6,000 people struggle with purchasing basic life necessities each month. For children, it's worse at a rate of 1 in 6.5 residents. Annually, Buffalo county residents fall short over \$3.2 million in the necessary funds to purchase food.

United Against Hunger is a community-wide volunteer event providing nutritious meal kits to those in need. Local businesses and individuals spend approximately 2 hours packing raw materials to create meal kits. Local meal kits are distributed to food pantries to disperse.

Meal kits only require water and a microwave to prepare. They are shelf-stable for up to two years, and packed with protein and nutrients. Each Pantry Pack includes 7 meal kits, and each meal kit makes 6 servings.

Your sponsorship helps provide over 50,000 meals for the community!

Event Date: October 1, 2026

Event Location: Kearney SportsPlex

Target Audience: Employees at local businesses, families, churches

Goal: Pack 75,000 meals with the help of 500 volunteers to be distributed to local food pantries.

Each serving is approximately 60 cents. Here is how your sponsorship directly impacts local people in need:

**How many families
do you want to
help?**

13

\$5,000 sponsorship: 198 families or 8,316 meals

\$2,500 sponsorship: 99 families or 4,158 meals

\$1,000 sponsorship: 40 families or 1,680 meals

\$500 sponsorship: 20 families or 840 meals

\$250 sponsorship: 10 families or 420 meals

Sponsorship Benefits

\$5,000 Sponsorship

- Provide 157 families with seven meals!
- Title Sponsorship of the event
- Guaranteed three tables at the event
- Logo on UWKA website and event website
- Logo on event t-shirts
- Logo on event poster
- Recognition on social media promotions
- Recognition in Email marketing
- Banner at event
- Logo on Pantry Pack stickers
- Verbal Recognition at event
- Full page color ad in Resource Directory

\$2,500 Sponsorship

- Provide 78 families with seven meals!
- Guaranteed two tables at the event
- Logo on UWKA website and event website
- Logo on event t-shirts
- Logo on event poster
- Recognition on social media promotions
- Recognition in Email marketing
- Banner at event
- Full page b&w ad in Resource Directory

\$1,000 Sponsorship

- Provide 31 families with seven meals!
- Guaranteed one table at the event
- Logo on UWKA website and event website
- Logo on event t-shirts
- Logo on event poster
- Recognition on social media promotions
- Recognition in Email marketing
- Logo on Sponsor banner at event
- ½ page b&w ad in Resource Directory

\$500 Sponsorship

- Provide 16 families with seven meals!
- Logo on UWKA website and event website
- Logo on event t-shirts
- Logo on event poster
- Recognition on social media promotions
- Logo on Sponsor banner at event

\$250 Sponsorship

- Provide 8 families with seven meals!
- Logo on UWKA website and event website
- Logo on event t-shirts
- Recognition on social media promotions
- Logo on Sponsor banner at event

Learn More:



Sponsorship deadline:
August 15

See sponsorship
information online:



www.uwka.org/sponsorships or
complete and return page 29.

Adulting 101

Transitioning to adulthood is a big step, especially for young people who have not had the support of a loving family. Even for those who have, sometimes life lessons are easier to hear from mentors when you are most ready to hear the message.

During each 8 week session, individuals will learn the basics of adult living, including managing finances, being a good renter, getting a job (and keeping it!), nutrition, transportation, managing health, relationships and community involvement. During the cohort, each person will be challenged to set goals for themselves, including saving \$250 within the 8 week period.

Your sponsorship helps set young people up for success.

Event info: This program will be held 4 times, 8 weeks each session. Class sizes are 15-20 students. Classes will be held in evenings, with the possibility of a Saturday session as well.

Target Audience: Young adults age 18-25

Goal: Provide a relaxed environment for young adults to learn necessary life skills and increase financial stability.

Cost: The cost to provide the class is about \$400/student.

This program has already been funded in part by a grant from the Nebraska Blue Foundation. Your support helps to provide additional incentives to keep young adults motivated, in attendance, and rewarded for achieving their goals. Significantly, their savings will be matched up to \$250 (this will be verified by the Program Coordinator.)

Sponsorship Benefits

Sponsor a class: \$1,000 (8 available!)

- This sponsorship covers the cost of one class session four times (\$250 per class)
- Choose the class you want to sponsor:
 - Finances
 - Employment
 - Nutrition
 - Housing
 - Transportation
 - Health care
 - Relationships
 - Community involvement
- Advertise directly to students during your sponsored class with materials, swag, and/or by providing a professional to participate directly in the class.
- Your logo displayed on social media and UWKA website.
- Your logo and contact information will be included in every student notebook.
- 1/2 page black and white advertisement in Resource Directory

Sponsor a cohort: \$500

- This sponsorship provides for the rental space for one one cohort to meet.
- Your logo displayed on social media during the 8-week cohort and the UWKA website.
- Your logo will be displayed on the notebook for the cohort you sponsor.

Sponsor a Young Adult: \$250

- Your sponsorship ensures that an individual can participate without any cost to them or their family.
- Your logo will be on the UWKA Adulthood 101 website and highlighted on social media.

Sponsor an incentive: \$100

- Provide snacks, gift cards, or prizes to be distributed to the cohort upon completion of a goal or participation in a class.
- Advertise directly to participants with your product or service.
- Each class will have 15-20 participants. Please coordinate your donation, if providing a product, with the Project Coordinator.

See sponsorship
information online:



www.uwka.org/sponsorships or
complete and return page 29.

Project BluePrint

Project BluePrint is a professional development program designed to help cultivate nonprofit board members from strong business leaders throughout the community.

This United Way program provides board leadership education on areas such as nonprofit financials, governance, resource development and public speaking. The cohort will meet during lunch for two hours over eight months, with the exception of the retreat during the first month and the celebration the last month. Each class session will be presented by a local nonprofit leader, board member or expert in their field.

Throughout the cohort, leaders will gain connections to other local leaders, nonprofit boards in the community and mentor support from seasoned board leaders. This course is designed to provide more than knowledge. Participants will grow in experience and confidence to strengthen the future of the nonprofit community in the Kearney area!

Your sponsorship creates meaningful change!

Event Dates: September 2026-April 2027

Target Audience: Professionals seeking to grow in their board development. Our goal is to have 15-20 participants in the first cohort. Participants may be current board members of local nonprofits, or those seeking to become board members.

Goal: Train and equip local professionals to participate as a board member in nonprofit boards through a variety of experiences and content.

Cost: Each participant will be asked to contribute \$350 toward the cost of their participation. This covers meals, materials, their Strength Finders assessment.

Sponsorship Benefits

\$1,000 Sponsorship

- One spot for a participant from your business.
- Business flyers placed in participant notebooks.
- Opportunity to provide swag (pens, etc) to participants.
- Logo on UWKA website and monthly recognition on social media.
- 1/2 page black and white advertisement in Resource Directory-- free!

\$500 Sponsorship (8 available!)

- Sponsor a meal for participants, mentors and presenters.
- Logo on UWKA website and social media.
- Recognition and opportunity to provide materials during your sponsored lunch date.
- Priority application status for participants from your business.

\$250 Sponsorship (5 available!)

- Sponsor a presenter.
- Opportunity to provide swag items or flyers to participants during your sponsored month.
- Logo on UWKA Project BluePrint website.
- Logo on social media throughout program.

\$100 Sponsorship

- Sponsors meals and gifts for a mentor.
- Logo on UWKA Project BluePrint website.
- Logo on social media connected with recognition of your sponsored mentor.

Sponsorship deadline:
August 15

See sponsorship
information online:



www.uwka.org/sponsorships or
complete and return page 29.

CommUNITY Fest

One location. One Day. One CommUNITY.

CommUNITY Fest is a centralized hub providing space for over 50 nonprofit organizations and agencies to provide direct services and resources to people in the Kearney area in need.

CommUNITY Fest brings awareness to local resources while also providing services on the spot. Local agencies will provide:

- Information about medicaid and medicare
- Medical services and testing
- Applications for assistance
- Employment services
- Food
- Activities
- Information about services and programs

Your sponsorship helps provide access to local resources in a one-stop location.

Learn More:

Event Date: October 13, 2026

Event Location: Buffalo County Fairgrounds



Target Audience: Low income families, elderly, at-risk of losing housing, job seekers, and those without medical insurance.

Goal: Meet needs of 500 individuals and families in a tangible way through the coordination of services in a single location. The event is paired with Coats for Kids distribution to increase attendance as this is the prominent target audience for the event.

Sponsorship Benefits

\$2,500 Sponsorship

- Lead event sponsor with maximum marketing exposure
- Opportunity to table at the event
- Opportunity to provide swag/promotions in event bags
- Logo on event banners
- Logo on event flyers and posters
- Logo featured on UWKA website for full year
- Recognized on email marketing materials
- Recognized on all event social media
- Opportunity to provide promotional materials to Adulting 101
- One reserved space in Project BluePrint

\$1,000 Sponsorship

- Opportunity to table at the event
- Opportunity to provide swag/promotions in event bags
- Logo on event banners
- Logo on event flyers and posters
- Logo featured on UWKA website
- Recognized on email marketing materials
- Recognized on all event social media

\$500 Sponsorship

- Logo on event banners
- Logo on event flyers and posters
- Logo featured on UWKA website
- Recognized on email marketing materials
- Recognized on all event social media

\$250 Sponsorship

- Logo on event banners
- Logo on event flyers and posters
- Logo featured on event website
- Recognized on event social media

\$100 Sponsorship

- Logo on event flyers and posters
- Logo featured on event website
- Recognized on event social media

**Sponsorship deadline:
September 1**

See sponsorship
information online:



www.uwka.org/sponsorships or
complete and return page 29.

Good on the Go

Good on the Go events are corporate volunteer opportunities for your company to make an impact while creating a spirit of teamwork. You can hold these events throughout the year. We require a 4 week lead time for sourcing materials. Scheduling is dependent on United Way staff availability, however we will do our best to accomodate your needs.

1

Choose your kit

	Price per kit
Hygiene kit	
• Travel size	\$20
• Full size	\$25
• Feminine hygiene	\$25
Mindfulness Kit	\$15
Meal Kit	\$20
Birthday in a Bag	\$15
Literacy Kit	\$20
Homelessness Outreach	\$20

The prices of each kit are subject to variation due to variability and changing market costs.

2

Choose your event style

Assembly Line	Open House
Networking Tables	Shifts
	Large groups

3

Choose your impact

Number of Volunteers	Kits Completed per Hour
5-20	150-600
21-50	630-1,500
51-100	1,530-3,000
150-200	4,500-6,000
200+ (requires proposal)	6,000+

Plan on 30 kits per person per hour

Kit Guide

Kits are subject to change depending on availability and current market prices.

Travel size/ Full size Hygiene

- Shampoo
- Conditioner
- Lotion
- Tooth Brush
- Tooth Paste
- Lip Balm
- Soap
- Personal Wipes
- Gallon size bag
- Floss
- Kleenex
- Hand Sanitizer
- Deoderant
- Pair of socks
- Drawstring bag

Feminine Hygiene

- Tampons
- Pads
- Personal Wipes
- Lip Balm
- Chocolate
- Pain relief packs
- Drawstring bag
- Hair Ties
- Brush
- Hand Sanitizer
- Deoderant
- Body Lotion
- Body Wash

Mindfulness Kit

- Notebook
- Pen
- Stress ball
- Fidgets
- Calm Strips
- Note of Encouragement

Birthday in a Bag

- Gift bag
- Cake Mix
- Frosting
- Birthday banner
- Forks and plates
- Blank card
- Napkins
- Streamers
- Candles

Homeless Outreach

- Single serving high protein snacks
- Bottle of water
- Socks
- Drawstring bag
- Hand warmers
- Hat/gloves or rain poncho
- Lip Balm
- Personal wipes
- 2 gal size ziploc bag

Literacy Kit

- 2 books (budget permitting)
- Totebag
- Book-related activities
- School supplies
- Reading goal poster

Contact

Savannah@uwka.org
for more information.

Resource Directory

One of the most frequent phone calls we receive at United Way is for people seeking assistance with very specific needs. Sometimes they need help navigating a difficult situation. Other times they just need to know where to go to get help paying rent or utilities.

Many times, people don't even know where to start or that there are resources available to help. For years, nonprofits in Kearney have been asking for a Resource Directory to help people find what they need. There are many online resources available, but that isn't always the best option.

United Way is working on developing a Resource Directory, similar to the Chamber of Commerce Membership Directory. The directory will include human services non-profits, medical facilities and educational services.

Directory details: 8.5x11 spiral bound booklet with full color and black and white pages.

Reach: 2500 printed directories will be distributed in Kearney, Minden, Holdrege, Broken Bow and surrounding communities.

Target audience: Non-profit leaders, local clubs, donors, and people seeking various resources in the Kearney area.

Timeframe: United Way plans to update and reprint the directory once every two years. The directory will be distributed beginning in October.

This is the perfect opportunity to **advertise** your business and services to thousands of people in the Kearney area while supporting an important project.

Advertising creative deadline:
September 1, 2026

Contact Savannah@uwka.org
for more information or to
reserve your spot in the
directory.

Advertising Options

Inside front cover (full color, full page) - 1 available

- Premium location for guaranteed views
- Cost: \$2000 (80 cents/book)

Reserved for Campaign Sponsor!

Inside back cover (full color, full page) - 1 available

- Premium location for guaranteed views
- Cost: \$1800 (72 cents/book)

Outside back cover (full color, full page) - 1 available

- Best option for maximum impact!
- Cost: \$2500 (\$1 /book)

30% discount for non-profit organizations and businesses hosting a workplace campaign in 2026.

*valid on internal pages only

Full color advertisements

- Full page: \$1,250 (.50 cents/book)
- ½ page: \$675 (.27/book)
- ⅓ page: \$450 (.18/book)

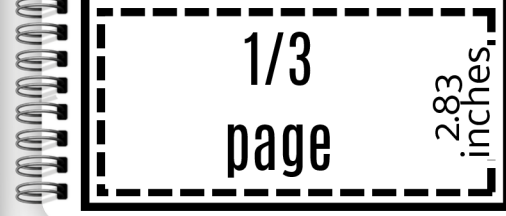
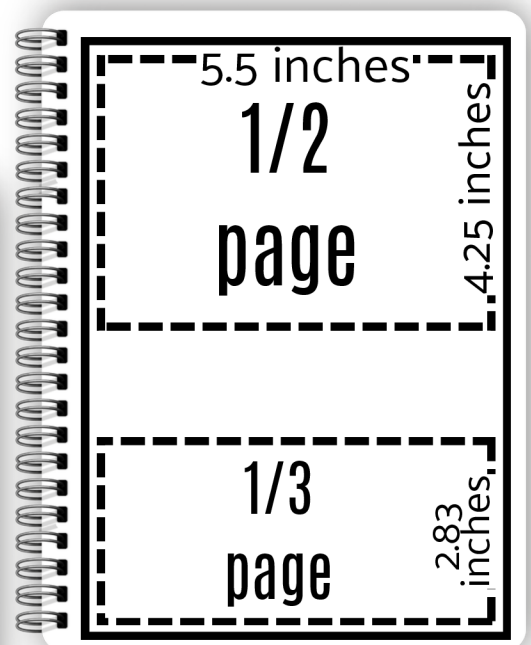
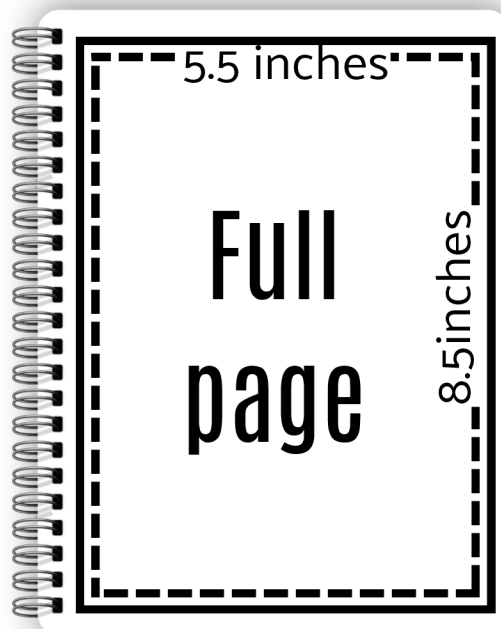
Black and white advertisements

- Full page: \$750 (.30 cents/book)
- ½ page: \$425 (.17/book)
- ⅓ page: \$300 (.12/book)

Choose between these mission pillar sections to place your ad:

- Health
- Youth
- Financial Security
- Community Resilience

Pillar preferences for partial page ads will be accommodated on a first come-first serve basis as space is available. Your ad may need to be placed within a different pillar if space is not available in your first preference.



Volunteer Income Tax Assistance

The IRS has identified a significant gap among eligible tax payers who fail to claim valuable credits such as the Earned Income Tax Credit. For some working families, missing a credit like that can mean thousands of dollars.

Beyond helping taxpayers receive refunds and credits they qualify for, free preparation also saves them the cost of paying someone to prepare the return. It is estimated roughly \$1,400 in community economic impact per return completed through these types of programs. Our goal is complete at least 100 returns between February and April 2027.

Your sponsorship will have a direct economic impact of \$140,000 in the Kearney area!

Your sponsorship helps provide access to this service through the training and support of volunteers. United Way is collaborating with local universities and colleges to recruit future CPA to provide this service. This provides an invaluable opportunity for students to gain insight into what the role entails and the joy of solving real people's problems at a time when there is a critical shortage for CPAs.

Date: February 1-April 15, 2027

Event Location: TBD

Target Audience: Low income families and individuals

Goal: Train eight to 12 volunteers (at least half being university students training in accounting) to provide free income tax services and complete 100 returns with an average value of \$1400 each.

Sponsorship Benefits

\$1,000 Sponsorship

- Logo on all marketing materials:
 - Website
 - Social media
 - Email
 - Flyers and posters
- Logo on client folders
- Opportunity to provide a flyer, coupon, or swag to volunteers and clients
- Impact report at the end of the program

\$500 Sponsorship

- Logo on all marketing materials:
 - Website
 - Social media
 - Email
 - Flyers and posters
- Opportunity to provide a flyer, coupon, or swag to volunteers and clients
- Impact report at the end of the program

\$250 Sponsorship

- Logo on all marketing materials:
 - Website
 - Social media
 - Email
 - Flyers and posters
- Impact report at the end of the program

See sponsorship
information online:



www.uwka.org/sponsorships or
complete and return page 29.

**Sponsorship deadline:
December 15**

BBQ on the Bricks

BBQ on the Bricks has become a favorite downtown tradition in Kearney over the years. Hundreds of people gather for BBQ and community, creating an electric and memorable atmosphere.

This year, United Way has the opportunity to continue this wonderful event at the Eagle's Club while adding our own touch of excitement and community spirit with activities and vendors to draw in a crowd.

Sponsor one of Kearney's favorite events!

Event Date: Saturday, August 29, 2026

Event Location: Eagle's Club - 17 W. 24th Kearney, NE

Target Audience: Families and couples in Central Nebraska

Goal: Sustain a cultural event in downtown Kearney while kicking off the 2027 Campaign and raising resources for local needs.

See more details:



Sponsorship Benefits

Presenting Sponsor (Exclusive) - \$2500

- **Naming Rights:** “BBQ on the Bricks presented by **(Your Company Name)**” featured on all main event banners, marketing materials, website, social media campaigns, email marketing and radio spots.
- Logo printed on individual tickets.
- **Prominent booth space** in the heart of the event for corporate outreach or games.
- **12 free tickets to the event.**
- **Main Stage Recognition:** Dedicated announcements throughout the evening.
- Logo on event t-shirts.
- Large company banner in dining hall.
- Opportunity for a company representative to be a celebrity judge.
- Free ½ page b&w ad in Resource Directory.

Entertainment Sponsor (Limited) - \$1,000 Sponsorship

- Prominent recognition on marketing materials including posters, social media and website.
- Booth space at the event for corporate outreach or games.
- 8 free tickets to the event.
- Logo on event t-shirts.
- Company banner in dining hall.
- Logo on table tents.

Grillmaster Sponsor - \$350

- Logo on marketing materials including posters, social media and website.
- Company banner paired with BBQ team site for all-day display.
- Taste test your sponsored team’s BBQ (available only at 5pm).
- Opportunity to provide corporate hats, aprons, or other swag to your sponsored team.
- 4 free tickets to the event.
- Logo on event t-shirts.
- Logo on sponsorship banner and table tents.

Dinner Sponsor - \$250

- Logo on UWKA website, social media, and flyers.
- Logo on sponsorship banner and table tents.
- Logo on event t-shirts.
- 2 free tickets to the event.

Table Sponsor - \$100

- Logo on UWKA website, social media, and flyers.
- Name on sponsorship banner and table tents.
- Name on event t-shirts.

See sponsorship
information online:



www.uwka.org/sponsorships or
complete and return page 29.

Sponsorship deadline
August 1

Sponsorship Agreement

Thank you for sponsoring United Way programs and events. Your support makes a significant difference for people in need in the Kearney area.

Company Name: _____

Contact: _____

Address: _____ City: _____ Zip: _____

Email: _____ Phone: _____

Program/ Event

Level

Select program(s) and level(s) you wish to sponsor:

Campaign

- ☐ Campaign Sponsor ☐ Mission Sponsor ☐ 250 Raffle
☐ Healthy Community ☐ Youth Opportunity
☐ Financial Stability
☐ Community Resiliency

Donation: _____

United Against Hunger

☐ \$5000 ☐ \$2500 ☐ \$1000 ☐ \$500 ☐ \$250

Adulthood 101

☐ \$1000 ☐ \$500 ☐ \$250 ☐ \$100

Project BluePrint

☐ \$1000 ☐ \$500 ☐ \$250 ☐ \$100

CommUNITY Fest

☐ \$2500 ☐ \$1000 ☐ \$500 ☐ \$250 ☐ \$100

VITA

☐ \$1000 ☐ \$500 ☐ \$250

BBQ on the Bricks

☐ \$2500 ☐ \$1000 ☐ \$350 ☐ \$250 ☐ \$100

Form of Payment: _____ Check _____ Invoice _____ Online

Complete this form and email it to Savannah@uwka.org or complete the form online.

Email a PNG logo to Savannah@uwka.org.

Send checks to:

United Way of the Kearney Area

2222 2nd Ave Ste. 802

Kearney, NE 68847

Pay Online:



Online Agreement:





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