



United Way  
Peterborough & District

2026-2027

# SPONSORSHIP OPPORTUNITIES

YOUR COMPANY  
+  
OUR COMMUNITY



Where Local Impact Meets Real Opportunity.





# ABOUT UNITED WAY



For **85 years**, United Way Peterborough & District has been a driving force in strengthening the foundation of our community, investing in local organizations that deliver essential programs and services. Guided by a clear mission of **moving people from poverty to possibility, and building a stronger, healthier, and more resilient community.**

This year marks an extraordinary milestone: our 85th anniversary. As we celebrate this legacy, we are also launching forward with **renewed purpose and a bold vision for the future.** By joining us as a sponsor during this landmark year, **your organization becomes part of a highly visible moment in our history.** One that connects your brand to 85 years of trusted local impact and community leadership.

When you partner with United Way Peterborough & District, you can be confident that every dollar raised here stays here. Creating impact you can see.

## WITH YOUR HELP...



\$1,560,075

Community campaign dollars raised last year.



20

Partner agencies were funded to provide local support.



21,609

Individuals were supported through our community partners.



# SPONSOR **BENEFITS**

Becoming a sponsor is good for your community and **good for business.**

Your partnership with United Way is an investment in a stronger Peterborough because when our community thrives, local businesses thrive with it.

Strengthen your community presence and demonstrate your commitment to local impact through a partnership with United Way. Sponsorship benefits can include:



## BUILDING BRAND AWARENESS

Sponsorship connects your business with the local community in a meaningful way. Your logo and brand will be featured prominently across event materials and communications, including our social media accounts with **5,000+ followers and 26.4k monthly views.** Increasing your visibility with an established well-trusted non profit.



## EXPANDING YOUR REACH

Our work connects us with local agencies, community leaders, and decision makers. Sponsorship provides opportunities to **build relationships, attend events, and engage with key community partners** beyond traditional marketing channels.



## DEMONSTRATING COMMUNITY VALUES

Align your business with a mission supporting mental health, prevention of domestic violence, housing services, and other critical local needs. Sponsorship demonstrates your **Corporate Social Responsibility**, strengthens your reputation, and shows real investment in your community.

Businesses that engage in community impact often see higher employee pride, engagement, and retention, making this an internal and external benefit.



## BUILD YOUR OWN PACKAGE

Interested in multiple sponsorship opportunities? Reach out and we can work together to build you a **personalized package!**



# CALENDAR OF EVENTS

## ➤ DIGITAL & PRINT SPONSORSHIPS

Community Grant Sponsor  
Website Sponsor  
Impact Report Sponsor

**ALL YEAR**

## ➤ OTHER OPPORTUNITIES

United Way 50/50 Raffle

## ➤ EVENT SPONSORSHIP

- Day of Caring.....June 2026
- Annual General Meeting.....August 2026
- Backpacks for Success.....August 2026
- Campaign Launch.....September 2026
- Ultimate Burger Battle.....November 2026
- Winter Wishes \*NEW\*.....December 2026
- Peterborough Performs.....March 2027
- Period Promise.....March 2027
- Campaign Celebration.....April 2027

# DIGITAL & PRINT SPONSORSHIPS

2026-2027

## COMMUNITY GRANT SPONSOR (GRANT NAMING OPPORTUNITY)

INVESTMENT:  
\$5,000+

Select an initiative and have your company name and logo prominently featured across all associated materials



Select an employee (or yourself) to sit on our Community Impact Committee (CIC) and assist with the grant process



Media release announcing grant, highlighting your organization's leadership and support.



Website and social media recognition, including your company name and logo, with the opportunity to feature a company profile on UW site



## UNITED WAY WEBSITE SPONSOR (1 YEAR TERM)

INVESTMENT:  
\$5,000+

Feature placement of your company name and logo on our rotating website banner



Placement of your company logo on our website footer



Four social media acknowledgements across Facebook, Instagram, and LinkedIn throughout the year



# DIGITAL & PRINT SPONSORSHIPS

2026-2027

## IMPACT REPORT SPONSOR (2025-2026 REPORT)

Your company logo featured on all printed 2025–2026 Impact Reports distributed at UW events and meetings throughout the year

Your company logo displayed on the Reports page of the UW website

Social media shout outs on Instagram, Facebook, & LinkedIn

INVESTMENT:  
\$5,000+



## OTHER OPPORTUNITIES: 50/50 RAFFLE

Our 50/50 Raffle raises community funds to support our partner agencies and ongoing initiatives in Peterborough. Win or lose impact is guaranteed.

As a seed sponsor, you help kickstart momentum, attract ticket sales, and maximize funds raised, all while showcasing your commitment to our city.

## RAFFLE SPONSOR BENEFITS (4 ANNUAL OPPORTUNITIES)

Exclusive Presenting Sponsor: *Your Company Presents United Way Peterborough & District's 50/50 Raffle*

Your logo and name featured on all raffle marketing materials, including press releases

Social media shout outs on Instagram, Facebook, & LinkedIn

INVESTMENT:  
\$1,000+



# DAY OF CARING

JUNE 2026

Our Day of Caring event brings the community together while demonstrating the power of volunteering. Local businesses partner with United Way Peterborough & District to assist in completing projects at United Way funded agencies.

Projects can include construction, restoration, community special events or agency work. By providing a team of volunteers, companies help member agencies complete important tasks. This unique event allows businesses to get directly involved in their own community while promoting team building, boosting morale, and increasing your company's community profile.

## YOUR BENEFITS

FRIEND  
\$250

IN-KIND  
\$500

T-SHIRT  
\$1,000

Recognition on UWP Facebook, Instagram & LinkedIn



Your company name and logo on the Day of Caring event page on [uwpeterborough.ca](http://uwpeterborough.ca)



Your company name in Day of Caring media release



Dedicated Instagram & Facebook story shoutouts



Your company logo on Day of Caring t-shirts distributed to all volunteers on event day





# ANNUAL GENERAL MEETING

AUG 2026

United Way Peterborough & District's Annual General Meeting brings together donors, volunteers, and community partners to reflect on our collective impact and look toward the coming year.

The event features key organizational updates, including impact reports from partner agencies, leadership developments, and recognition of outstanding contributors. Attendees will also hear directly from Neighbourhood Grant recipients, showcasing the meaningful work made possible through this community investment.

## YOUR BENEFITS

Your banner displayed at event

Your company name and logo on event registration page and invitations sent out via email

Recognition on social media accounts across Facebook, Instagram, and LinkedIn

Verbal recognition during event and opportunity to have logo displayed on supportings slides

## INVESTMENT: \$500+



# BACKPACKS FOR SUCCESS

AUG 2026

Backpacks for Success is an annual initiative that ensures students from Kindergarten to Grade 12 have the essential school supplies they require to start the year prepared and confident.

Locally, it's estimated that approximately 2,875 children under the age of 17 are living in poverty. Your sponsorship directly supports the purchasing of needed supplies, determined by our partners within local school boards and agencies.

## YOUR BENEFITS

Opportunity to display a banner/signage in high-visibility location on event day (provided by sponsor)

Dedicated Instagram & Facebook story shoutouts

Your company name in B4S media release

Opportunity for your team to volunteer on packing day

Recognition on UWP Facebook, Instagram & LinkedIn

Your company name and logo on the B4S event page on [uwpeterborough.ca](http://uwpeterborough.ca)

FUTURE LEADERS  
\$2,500+

SCHOOL HERO  
\$1,000

BACKPACK BULDER  
\$500



# CAMPAIGN LAUNCH

SEP 2026

Campaign Launch is United Way Peterborough's official kick off event to the campaign season. Every September, we get together with partner agencies, volunteers, workplaces, and engaged donors to showcase our plans for the year and invite our community to join us in making a difference.

This celebratory event offers an excellent sponsorship opportunity to join the excitement of another engaging campaign season and help us spread the word that we're here to make a meaningful impact, together.

YOUR BENEFITS	TITLE \$1,000+	MEAL \$500+	VIBE \$250
Title Recognition [Sponsor Name] Presents Campaign Launch	✓		
Your company name and logo on event registration page and invitations sent out via email	✓		
Your banner displayed at the event	✓	✓	
Your company name in the Campaign Launch media release	✓	✓	✓
Your company name and logo on the Campaign Launch event page on <a href="http://uwpeterborough.ca">uwpeterborough.ca</a>	✓	✓	✓
Recognition on social media accounts across Facebook, Instagram, and LinkedIn	✓	✓	✓
Verbal recognition during event and opportunity to have logo displayed on supportings slides	✓	✓	✓



NOV 2026

# ULTIMATE BURGER BATTLE

The Ultimate Burger Battle is a month-long celebration of local flavours and community spirit. Local restaurants create signature ultimate burgers, and they donate a portion of each sale to us, supporting our initiatives across Peterborough and District.

Your sponsorship helps bring the event to life by supporting promotion, driving engagement, and getting the community out enjoying (and voting for) their favourite burgers.

## YOUR BENEFITS

Title Recognition [Sponsor Name] Presents United Way's Ultimate Burger Battle

Your company name and logo on the UWUBB event page on [uwpeterborough.ca](http://uwpeterborough.ca)

Recognition on social media accounts across Facebook, Instagram, and LinkedIn

Your company logo on printed promotional materials

Invitations to media launch and wrap up events

TITLE:  
\$1,000+



X1

# WINTER WISHES

DEC 2026



Join us in making our first-ever Winter Wishes initiative a success! The holiday season can be a difficult time for seniors, newcomers, and families in our community. Financial struggles and loneliness are common for many of our friends and neighbours, but we can help make the season a little brighter with your help.

This year, we're surveying our partner agencies to see what is on their clients' winter wish lists. Whether it's a senior's favourite chocolate, a toy for a child, or a sweater for someone new to Canada, we want to help. When you join us as a sponsor, you can make someone's dreams a reality and show them we're a community who cares.

YOUR BENEFITS	TITLE \$1,000+	HOLIDAY HERO \$500+	HOLLY JOLLY \$250
Title Recognition [Sponsor Name] Presents Winter Wishes	✓		
Invitation to event press conference	✓	✓	
Your company name and logo on the Winter Wishes event page on <a href="http://uwpeterborough.ca">uwpeterborough.ca</a>	✓	✓	✓
Your company name in the Winter Wishes media release	✓	✓	✓
Your company logo on Winter Wishes posters and promotional materials	✓	✓	✓
	x1		

# PETERBOROUGH PERFORMS

MARCH 2027

Peterborough Performs is one of our largest fundraisers, raising awareness and support for homelessness initiatives in our community. In 2026, over 300 attendees gathered at the Showplace Performance Centre to enjoy 14 local artists and raise more than \$36,000 for local programs.

Your sponsorship helps make this event possible while creating a meaningful and lasting impact for individuals across Peterborough and the County.



**TITLE  
SPONSOR  
\$10,000**

x1

TITLE RECOGNITION: [SPONSOR NAME] PRESENTS PETERBOROUGH PERFORMS

## Brand Visibility:

- Company name featured on event tickets
- Prominent logo placement on event posters, supporting promotional materials, and UW website
- Opportunity to display banner in a high-visibility location at the event (provided by sponsor)

## Media & Public Relations Exposure:

- Prominent mention in all press releases
- Invitation to attend and speak at press conference prior to show day

## On-Stage Presence:

- Opportunity to speak/introduce performers during event (live or pre-recorded video)
- Verbal recognition from the stage during the event

**Digital & Social Media Promotion:** Dedicated individual and group recognition through social media posts leading up to the event

Opportunity to provide branded swag for distribution at the UW event booth

10 Complimentary event tickets for your team and guests

# PETERBOROUGH PERFORMS

CONT

MARCH 2027

## SPONSOR BENEFITS

Auction  
\$5,000

Harmony  
\$2,500

Chorus  
\$1,000

Spot-  
light  
\$500

Instrum-  
ental  
GIK

Company name featured on event tickets



Prominent recognition in all press releases and promotional materials



Invitation event press conference



Opportunity to speak at the official event press conference



Opportunity to deliver remarks/introduce performers at the event (live or via pre-recorded video)



Individual Recognition: Featured in a dedicated social media post



Group Recognition: Included in a shared social media post



Company logo on the event website and materials



Verbal recognition during the event



Company logo displayed on event posters



Complimentary event tickets

8  
seats

6  
seats

4  
seats

2  
seats

x1

x2

# PERIOD PROMISE

MARCH 2027

Period products are a basic necessity, yet for 1 in 4 Canadians struggling financially, they are not always accessible.

Period poverty can force difficult choices between essentials like food and these vital hygiene products. Your sponsorship helps remove this barrier and allows us to purchase products, ensuring more people in our region have access to the products they need.

This means fewer missed days of work or school, less isolation, and more opportunities for people in our community to fully participate in daily life.

YOUR BENEFITS	MEDIA	GIK	DONOR
Recognition on UWP Facebook, Instagram & LinkedIn	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Your company name and logo on the Period Promise event page on <a href="http://uwpeterborough.ca">uwpeterborough.ca</a>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Your company name in Period Promise media release	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Invitation to event press conference		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Your company logo on Period Promise posters and promotional materials			<input checked="" type="checkbox"/>

# CAMPAIGN CELEBRATION

APRIL 2027

No matter the results, every campaign deserves to be celebrated! It is only through the combined efforts of our volunteers, workplaces, donors, and team members that we're able to lift up our Peterborough community. This event recognizes their hard work and shows our appreciation for key supporters.

As a Campaign Celebration sponsor, you play a key role in bringing this recognition to life, helping every attendee feel valued and connected to the impact they've made.

YOUR BENEFITS	TITLE \$1,000+	MEAL \$500+	VIBE \$250
Title Recognition [Sponsor Name] Presents Campaign Launch	✓		
Your company name and logo on event registration page and invitations sent out via email	✓		
Your banner displayed at the event	✓	✓	
Your company name in the Campaign Launch media release	✓	✓	✓
Your company name and logo on the Campaign Celebration event page on <a href="http://uwpeterborough.ca">uwpeterborough.ca</a>	✓	✓	✓
Recognition on social media accounts across Facebook, Instagram, and LinkedIn	✓	✓	✓
Verbal recognition during event and opportunity to have logo displayed on supportings slides	✓	✓	✓

X1



United Way  
Peterborough & District

2026-2027

# LET'S CONNECT

Becoming a sponsor, good for your community and good for business.

Your partnership with United Way is an investment in your company, because **when Peterborough thrives, we all benefit.**

Together, we can elevate your presence in Peterborough and show your commitment to our community. Reach out today, and let's start the conversation.



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uwpeterborough.ca