

ANNUAL CAMPAIGN KICKOFF SPONSORSHIP PACKAGE 2026 - 2027



THE UNITED GAMES: ANNUAL CAMPAIGN KICKOFF

EVENT DATE: August 22, 2026 | TIME: 12:00 PM – 4:00 PM

LOCATION: F.T. Proctor Park, Ledlow Ave, Utica, NY 13501

See details below for full benefits.

United Way of the Mohawk Valley presents **The United Games: Annual Campaign Kickoff for the 2026/27 fiscal year**. We are completely reimagining our kickoff, shifting from a traditional presentation into a high-energy, community tournament day at T.R. Proctor Park.

Our goal is to bring everyone to the table. From large corporations and small businesses to local nonprofits, families, and youth, this is a day for our entire region to unite, ignite team spirit, and experience the diverse flavors of local food trucks. With an interactive youth zone featuring a water balloon toss, interactive games, and face painting alongside our main tournaments, it is a true community celebration.

By stepping up as a sponsor, your organization secures high-profile visibility and drives immediate fundraising momentum. Your investment funds critical solutions while giving your team a premier stage to play and demonstrate community leadership. Whether participating in the Ride United Mission Obstacle Course, racing through the 211 relay race, or splashing leaders in the Dunk Tank, your support connects neighbors to health & wellness, community responsiveness, and economic stability- the essential building blocks of a thriving community.

United Way's mission is to meet our area's toughest challenges. Thanks to partners like you, we can continue to move the Mohawk Valley forward. Let's work together to make a lasting difference.

*Deadlines to secure sponsorships depend on the opportunity and range from **June 1st, 2026, to August 19th, 2026.***

Contact **Kassandra Garcia** at KassandraG@unitedwaymv.org to secure sponsorships.

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CHAMPION SPONSOR (PRESENTING LEVEL)

\$1,500 | Limited Availability

As our premier partner, your investment serves as the foundation of the entire event.

- Receive high-energy, live recognition throughout the day from our event special guest, Buffalo Bills alumni President Jeff Nixon!
- A reserved location at T.R. Proctor Park to set up a company tent for your employees and share your resources with the community for free.
- Co-branded "Presented By" lawn signs at the main entrance and central event area.
- Logo placement on all marketing materials, the event website, and a dedicated social media feature spotlight.
- Free registration for 1 workplace for any of the 3 tournaments.
- Includes 1 exclusive "VIP Splash Session" nomination for the Dunk Tank hot seat.
 - This is perfect for putting a company executive, local celebrity, or team leader in the splash zone for photo-ops!

DUNK TANK ZONE SPONSOR

\$750 | Limited Availability

- Logo included on our official event website page.
- Recognition shout-outs on social media.
- Includes 1 exclusive "VIP Splash Session" nomination for the Dunk Tank hot seat.
 - This is perfect for putting a company executive, local celebrity, or team leader in the splash zone for photo-ops!

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CORNHOLE GAME BOARD

\$500 | Multiple Available

- Exclusive naming rights and prominent branded signage over the entire Cornhole tournament area.
- Free registration for a group of 2 per workplace cornholes tournament team.
- Logo included on the main event sponsor banner and website.

211 RELAY RACE SPONSOR

\$500 | Multiple Available

- Exclusive naming rights and prominent branded signage over the entire relay race area.
- Free registration for a group of 4 per workplace relay race team.
- Logo included on the main event sponsor banner and website.

RIDE UNITED OBSTACLE COURSE SPONSOR

\$500 | Multiple Available

- Exclusive naming rights and prominent branded signage over the entire relay race area.
- Free registration for a group of 2 per workplace relay race team.
- Logo included on the main event sponsor banner and website.

KIDS' CARNIVAL & ACTIVITY SPONSOR

\$250 | Multiple Available

- Branded lawn sign placed directly at a high-visibility family area of your choice (Water Balloon Toss, Bubble Zone, or Face Painting Stations).
- Group recognition shout-outs on social media channels highlighting family fun.
- Logo on all digital event pages.

RAFFLE SPONSOR

\$100 (or equivalent in-kind raffle donation) | Multiple Available

- Logo on all digital event pages as an official Raffle supporter.

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