

2026 Sponsorship Opportunities

Leading the way to a future free from poverty



UNITED WAY
Dubuque Area
Tri-States



 (563) 588-1415

 admin@dbqunitedway.org

 @UnitedWayDBQ

 <https://dbqunitedway.org>





EVENTS OVERVIEW

We bring the community together to prevent & reduce poverty on a scale no one can accomplish alone.

United Way brings businesses, nonprofits and community partners together to create measurable, lasting change. By focusing on education, financial stability and health, we strengthen the workforce, support families, and build a more resilient local economy.

Our approach addresses challenges at their root by delivering long-term solutions that improve outcomes and reduce future need.

We invite you to partner with us to drive impact and create opportunity across our community.

United is the way.

* 2026 Quarterly Sponsorship Opportunities

Q1 - 2/12 | Captains of the Cocktail

Q2 - 5/20 | Great Give Day

Q3 - 8/13 | Campaign Kickoff Breakfast

9/11 | Over the Edge

Q4 - | End of Year Giving Match





Q1

Thursday, February 12, 2026

Captains of the Cocktail

Mixology competition featuring unique and delicious cocktails created by mixologists from more than a dozen area bars and restaurants.

*** Platinum Sponsor**

\$5,000

Promotional booth near check-in. Logo on commemorative cup given to participants, moment at the mic, name mentioned on radio, newspaper and social media ads, name in program and signage at the event, name on event webpage, 6 VIP tickets.

*** Gold Sponsor**

\$2,500

Your moment at the mic, name mentioned on radio, newspaper and social media ads, name in program and signage at the event, Name on event webpage, 4 VIP tickets.

*** Silver Sponsor**

\$1,000

Name in program and signage at the event and on the event webpage, 2 VIP tickets.



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Q2

Wednesday, May 20, 2026

Great Give Day

Annual online giving challenge. Business or foundation will match community gifts up to the specified dollar amount.

* **Daytime Match 5a-5p**
\$5,000

Business name and logo included in e-newsletter sent to 6000 supporters. 10 social media shout outs throughout the day.

* **Evening Match 5p - 12a**
\$2,500

Business name and logo included in e-newsletter sent to 6000 supporters. 4 social media shout outs throughout the evening.



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Q3

Friday, September 11, 2026

Over The Edge

Highly attended urban rappelling event that brings the community together.

3 Ways to Sponsor Over the Edge

* **Launch Party Sponsor**
(May 6, 2026)

\$500

Hosted on the 12th floor of the MidWestOne Bank building to officially kick-off the Over the Edge season.

Business name and logo on event invites and signage. Mentioned during presentation and on social media.

* **Event Sponsors**

\$750 - \$15,000

The main event!
See next page for more specific information.

* **After Party Sponsor**

\$3,000

Street Party! After party naming rights, logoed banner on stage, moment at the mic, recognition on social media and radio ads, 6 drink tickets.



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Q3

Friday, September 11, 2026

Over The Edge

Where adventure meets philanthropy.

\$15,000+

- 3 rappeler spots
- Business logo on UW Website
- Business logo on OTE Materials
- Invite to launch party
- Social media shout out
- Announcement at the event
- Window cling
- Rappler shirts with business logo
- Plaque presented to business
- VIP Tent
- Helmet logo.



\$5,000+

- 1 rappeler spot
- Business logo on UW Website
- Business logo on OTE Materials
- Invite to launch party
- Social media shout out
- Announcement at the event

\$10,000+

- 2 rappeler spots
- Business logo on UW Website
- Business logo on OTE Materials
- Invite to launch party
- Social media shout out
- Announcement at the event
- Window cling
- Rappler shirts with business logo
- VIP Tent



\$2,500+

- 1 rappeler spot
- Business logo on UW Website
- Business logo on OTE Materials
- Invite to launch party
- Social media shout out
- Announcement at the event

\$7,500+

- 1 rappeler spot
- Business logo on UW Website
- Business logo on OTE Materials
- Invite to launch party
- Social media shout out
- Announcement at the event
- Rappler shirts with business logo



\$1,000+

- Business logo on UW Website
- Business logo on OTE Materials
- Invite to launch party
- Social media shout out
- Announcement at the event



Q3

Wednesday, August 13, 2026

Campaign Kickoff Breakfast

Breakfast and presentation to officially launch United Way's Annual Campaign

* Presenting Sponsor

\$1,000

Your business name and logo on invites to event. Name and logo on event signage and mentioned during the event.

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Q4

October | November | December

Year End Giving Match

Match community gifts as they come in through our fall appeal campaign

***** **Match Sponsor**
October, November or December

\$10,000

Business or foundation will match community gifts as they come in through our fall appeal campaign, up to \$10,000 for one month.

Your businesses name and logo attributed to your match gift within our fall appeal letter, dedicated social media posts throughout the quarter, business recognition in radio and newspaper ads.

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Why Sponsor ?

Community impact at scale

United Way funds vetted local nonprofits and programs, so sponsorship supports measurable improvements in education, financial stability and health in the communities where your employees live.



*** Local impact, backed by trust**

Sponsoring United Way supports proven, vetted programs that strengthen education, financial stability, and health—so your dollars translate into meaningful outcomes in the communities where you operate.

*** Stronger brand reputation**

Aligning with a widely recognized nonprofit reinforces your company's values, builds public trust, and signals long-term commitment to the community—not just short-term promotion.

*** Employee pride and engagement**

A United Way sponsorship gives employees a cause they can rally around, creating shared purpose that boosts morale, strengthens culture, and supports retention and recruiting.

*** High-visibility, high-quality exposure**

Sponsorship typically includes prominent recognition and access to community leaders and peer businesses, increasing awareness and relationships in a positive, mission-driven setting.





Next Steps

When you are ready to secure your sponsorship, please reach out to :

Katie Wiedemann, Vice President of Development
563-588-1415 ext. 203
Or
katie.wiedemann@dbqunitedway.org

We can provide you with an invoice
Or
You can mail your payment with detail about which event(s) you'd like to sponsor:

United Way of Dubuque Area Tri-States
215 W. 6th Street
Dubuque, Iowa 52001



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