



UNITED WAY
Lancaster County



2026-2027 SPONSORSHIP OPPORTUNITIES

UNITED WAY OF LANCASTER COUNTY SPONSORSHIP OPPORTUNITIES

As a trusted resource to communities across Lancaster County for over 100 years, your sponsorship will highlight your company’s commitment to the local community while gaining exposure to our broad and diverse audience.



46,980

Email Contacts



12,782

Total Followers
on All Social
Media Platforms

ANNUAL PARTNER RECOGNITION

(July 1, 2026 – June 30, 2027)

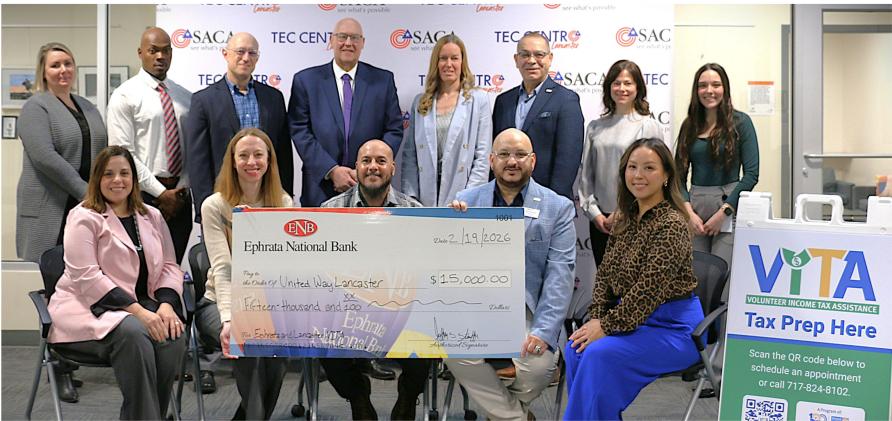
This is an additional recognition of sponsors supporting our events and/or programs at \$10,000 or more in the 2026-2027 sponsorship year. Annual Partners will be recognized on our website, at signature events, and in digital and printed communications. Annual Partners will also be featured in United Way of Lancaster County’s annual Community Report and receive free admission to attend our annual signature event, United in Impact.

Thank you to last year’s Annual Partners:



Fulton Bank

Ephrata National Bank



SIGNATURE EVENTS SPONSORSHIPS

211 Day (February 2027)

211 Day brings together nonprofits, businesses and legislators to celebrate and discuss the amazing work done by 211. Panel discussions, keynote speaker(s) and breakout sessions by local nonprofits contribute to a day of learning and networking.

Trike Race (May 2027)

A United Way of Lancaster County tradition, this race brings together teams from businesses and nonprofits in a relay race on adult-sized tricycles to determine the champion team in Lancaster County. Riders, fans, business and community leaders, and even local celebrities gather for this exciting event! Funds raised support the services provided to local communities through our 211 Call Center, VITA program, and Volunteer Center.

Leadership Event (June 2027)

An exclusive invite-only event for our Leadership Level donors where we celebrate the impact they have made and thank them for the critical role they play in strengthening our community.

United in Caring (September 2027)

As a United in Caring Sponsor, your organization will play a key role in celebrating the impact United Way has made across Lancaster County while recognizing the key partners, volunteers, and supporters who have helped make that impact possible over the past year.

Your sponsorship will be recognized at our annual United in Impact event and throughout Week of Caring, a week-long volunteer initiative that brings together hundreds of volunteers from local businesses and community groups to give back through special projects with local nonprofits. Last year we had over 800 volunteers complete 60 projects with local nonprofits.

211 DAY

211

Get Connected. Get Help.™

PLATINUM SPONSOR - \$7,500

- Opportunity to speak at event (3 min)
- Recognition in annual Community Report
- Featured in United Way of Lancaster County e-newsletter
- Tickets for up to 8 guests
- Prominent logo placement on invitation, all marketing materials, and digital communications
- Full-page ad in event program
- Reserved table space for marketing
- Social media recognition

GOLD SPONSOR - \$5,000

- Featured in United Way of Lancaster County e-newsletter
- Tickets for up to 4 guests
- Logo placement on all marketing materials and digital communications
- Half-page ad in event program
- Reserved table space for marketing
- Social media recognition

SILVER SPONSOR - \$2,500

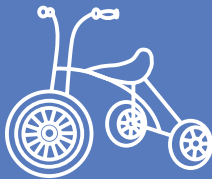
- Tickets for up to 2 guests
- Logo placement on digital communications
- Half-page ad in event program
- Reserved table space for marketing
- Social media recognition

BRONZE SPONSOR - \$1,000

- Logo placement on digital communications
- Logo recognition in event program
- Reserved table space for marketing
- Social media recognition



TRIKE RACE



PLATINUM SPONSOR - \$7,500

- Opportunity to speak at event (3 min)
- Recognition in annual Community Report
- Featured in United Way of Lancaster County e-newsletter
- Reserved table space for marketing
- 2 Trike Race Teams (10 people)
- Prominent logo placement on invitation, all marketing materials, and digital communications
- Social media recognition

GOLD SPONSOR - \$5,000

- Featured in United Way of Lancaster County e-newsletter
- Reserved table space for marketing
- 2 Trike Race Teams (10 people)
- Logo placement on all marketing materials and digital communications
- Social media recognition

SILVER SPONSOR - \$2,500

- Reserved table space for marketing
- 1 Trike Race Team (5 people)
- Logo placement on digital communications
- Social media recognition

BRONZE SPONSOR - \$1,000

- 1 Trike Race Team (5 people)
- Logo placement on digital communications
- Social media recognition



LEADERSHIP EVENT



LEAD SPONSOR \$10,000

- Opportunity to speak at Leadership Event (3 min)
- Recognition as an Annual Partner
- Recognition in annual Community Report
- Reserved table at Leadership Event
- Featured in United Way of Lancaster County e-newsletter
- Prominent logo placement on Leadership Event invitation, registration website, program agenda, all marketing materials, and digital communications
- Social media recognition

PLATINUM SPONSOR - \$7,500

- Recognition in annual Community Report
- Reserved table space for marketing
- Featured in United Way of Lancaster County e-newsletter
- Logo placement on Leadership Event invitation, registration website, all marketing materials, and digital communications
- Social media recognition

GOLD SPONSOR - \$5,000

- Featured in United Way of Lancaster County e-newsletter
- Logo placement on Leadership Event registration website, all marketing materials, and digital communications
- Social media recognition

SILVER SPONSOR - \$2,500

- Featured in United Way of Lancaster County e-newsletter
- Logo placement on Leadership Event registration website, all marketing materials, and digital communications
- Social media recognition



UNITED IN CARING



PLATINUM SPONSOR - \$10,000

- Opportunity to speak at United in Impact (3 min)
- Recognition in annual Community Report
- One table (8 guests) at event
- Featured in United Way of Lancaster County e-newsletter
- Prominent logo placement on printed event invitation, all marketing materials, and digital communications (specifically event emails and event website)
- Social media recognition
- Recognition on Volunteer Center website

GOLD SPONSOR - \$5,000

- One table (8 guests) at event
- Logo placement on printed event invitation, all marketing materials, and digital communications (specifically event emails and event website)
- Featured in United Way of Lancaster County e-newsletter
- Social media recognition
- Recognition on Volunteer Center website

SILVER SPONSOR - \$2,500

- Tickets for up to 4 guests
- Logo placement on digital communications (specifically event emails and event website)
- Social media recognition
- Featured in United Way of Lancaster County e-newsletter

VIP TABLE SPONSOR - \$1,500

- One table (8 guests) at event
- Logo displayed on table
- Logo placement on digital communications (specifically event emails and event website)

PROGRAMS

PA 211 East Call Center

Every day, clients contact 211 to access free and confidential crisis and emergency counseling, disaster assistance, food, health care and insurance assistance, stable housing and utilities payment assistance, employment services, veteran services, childcare, and family services.



VITA (Volunteer Income Tax Assistance)

VITA supports Lancaster's financial future by bringing millions of dollars back into the local economy through refunds and tax credits. Since 2007, VITA has provided free tax preparation services to low-to-middle-income individuals and families in Lancaster County. Throughout multiple community sites, VITA helps keep dollars in the pockets of residents who need it most. As the largest program in the region, VITA prepared over 9,000 returns during the 2025 tax season.

Women United

Women United invests in the betterment of women in Lancaster County. Member contributions support programs and initiatives through an annual grant process. Each year, the grant focuses on a different area of United Way's mission as it relates to women, advancing meaningful change in education, financial stability, and health.



PA 211 EAST CALL CENTER



PRESENTING SPONSOR - \$25,000

- Opportunity to speak at 211 Day (3 min)
- Half page ad in the Where to Call Guide
- Recognition as an Annual Partner
- Recognition in annual Community Report
- VIP table and table space for marketing at 211 Day (February 2027)
- Featured in United Way of Lancaster County e-newsletter
- Prominent logo placement on 211 Day program, all marketing materials, and digital communications
- Featured on 211 website
- Social media recognition

GOLD SPONSOR - \$10,000

- Recognition in the Where to Call Guide
- Recognition as an Annual Partner
- Recognition in annual Community Report
- Tickets for up to 8 guests and table space for marketing at 211 Day (February 2027)
- Featured in United Way of Lancaster County e-newsletter
- Logo placement on 211 Day program, all marketing materials, and digital communications
- Featured on 211 website
- Social media recognition

SILVER SPONSOR - \$5,000

- Tickets for up to 4 guests and table space for marketing at 211 Day (February 2027)
- Featured in United Way of Lancaster County e-newsletter
- Sponsorship recognition at 211 Day
- Featured on 211 website
- Social media recognition

BRONZE SPONSOR - \$2,500

- Tickets for up to 2 guests at 211 Day (February 2027)
- Featured in United Way of Lancaster County e-newsletter
- Sponsorship recognition at 211 Day (February 2027)
- Featured on 211 website
- Social media recognition

VITA (VOLUNTEER INCOME TAX ASSISTANCE)



PRESENTING SPONSOR - \$100,000

- Prominent logo recognition in all signage and promotion at all sites
- Opportunity to speak (3 min) and recognition at VITA volunteer appreciation event (May 2027)
- Reserved table at VITA volunteer appreciation event
- Recognition as an Annual Partner
- Recognition in annual Community Report
- Reserved marketing space at VITA volunteer appreciation event
- Featured in United Way of Lancaster County e-newsletter
- Logo placement on printed materials and digital communications
- Featured on VITA website
- Social media recognition

SITE SPONSOR - \$10,000 (exclusive per site)

- Tickets for up to 8 guests at VITA volunteer appreciation event (May 2027)
- Recognition as an Annual Partner
- Recognition in annual Community Report
- Reserved marketing space at VITA volunteer appreciation event
- Featured in United Way of Lancaster County e-newsletter
- Logo placement on printed materials and digital communications
- Featured on VITA website
- Social media recognition

GOLD SPONSOR - \$5,000

- Tickets for up to 4 guests and reserved table space for marketing at VITA volunteer appreciation event (May 2027)
- Featured in United Way of Lancaster County e-newsletter
- Logo placement on printed materials and digital communications
- Featured on VITA website
- Social media recognition



WOMEN UNITED



GOLD SPONSOR - \$5,000

- Prominent logo recognition at all Women United events
- Reserved table space for marketing at Women United events
- Featured in United Way of Lancaster County e-newsletter
- Logo placement on printed materials and digital communications
- Featured on Women United website

SILVER SPONSOR - \$2,500

- Featured in United Way of Lancaster County e-newsletter
- Logo placement on printed materials and digital communications
- Featured on Women United website

BRONZE SPONSOR - \$1,000

- Featured on Women United website
- Social media recognition

MEMBER SPONSOR - \$250

- Included on Women United website



CUSTOMIZED SPONSORSHIPS AVAILABLE:

For more information about additional programs and sponsorships, contact Kellan Kernisky, Donor Relations & Marketing Coordinator at kkernisky@uwlanc.org or call 717-824-8114.

TAX-CREDIT GIVING OPPORTUNITIES

Pennsylvania offers businesses unique opportunities to invest in their communities while receiving valuable state tax credits. Through programs like the Pre-Kindergarten Educational Improvement Tax Credit (Pre-K EITC), and the Neighborhood Assistance Program (NAP), your business can support United Way initiatives that strengthen education, expand opportunity, and improve lives throughout Lancaster County.

United Way of Lancaster County connects businesses with qualifying programs that create meaningful, measurable impact for local children and families. By participating, your company can align its philanthropic goals with its financial strategy, creating a lasting local impact while maximizing available tax incentives.

Benefits include inclusion in our annual Community Report, e-newsletter, and social media recognition. For more information about these opportunities, contact Kristy Gismot, Vice President of Resource Development at kgismot@uwlanc.org or call 717-824-8111.

