

2026



United Way
of
Lancaster County

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.



On All Social Media Platforms



SIGNATURE EVENTS SPONSORSHIPS

211 Day (February 2026)

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 2026)

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.

Week of Caring (September 2026)

For more than 30 years, United Way of Lancaster County has brought hundreds of volunteers together to participate in Day of Caring (now Week of Caring). This year, we anticipate over 700 individual volunteers joining us for this week-long opportunity. It provides individuals, families, and teams of volunteers from local companies and organizations with a chance to give back by completing special projects for a nonprofit organization.

United in Impact (September 2026)

As a sponsor of our United in Impact event, your organization will play a key role in celebrating the impact of United Way in communities and nonprofits across Lancaster County and recognizing our key partners, volunteers, and supporters.

211 DAY

PLATINUM SPONSOR - \$7,500

- Opportunity to speak at event (3 min)
- Recognition as an “Annual Partner” (now through December 2026) on website, at signature events, and in digital and printed communications
- Recognition in annual Community Report
- Featured in United Way of Lancaster County 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 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

- Tickets for up to 2 guests
- 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 as an “Annual Partner” (now through December 2026) on website, at signature events, and in digital and printed communications
- Recognition in annual Community Report
- Featured in United Way of Lancaster County 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 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

WEEK OF CARING

PLATINUM SPONSOR - \$7,500

- Recognition as an “Annual Partner” (now through December 2026) on website, at signature events, and in digital and printed communications
- Recognition in annual Community Report
- Placement on event t-shirt
- Recognition on Volunteer Center website
- Featured in United Way of Lancaster County newsletter
- Prominent logo placement on invitation, all marketing materials, and digital communications
- Social media recognition

GOLD SPONSOR - \$5,000

- Placement on event t-shirt
- Recognition on Volunteer Center website
- Featured in United Way of Lancaster County newsletter
- Logo placement on all marketing materials, and digital communications
- Social media recognition

SILVER SPONSOR - \$2,500

- Featured in United Way of Lancaster County newsletter
- Logo placement on digital communications
- Social media recognition

BRONZE SPONSOR - \$1,000

- Logo placement on digital communications
- Social media recognition

UNITED IN IMPACT

PLATINUM SPONSOR - \$7,500

- Opportunity to speak at event (3 min)
- Recognition as an “A+ Partner” (now through December 2026) on website, at site, and in digital and printed communications
- Recognition in Community Report
- Tickets for up to 4 guests
- Featured in United Way of Lancaster County newsletter
- Prominent logo placement on invitation, all marketing materials, and digital communications
- Full page ad in event program
- Social media recognition

SOLD

GOLD SPONSOR - \$5,000

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

SILVER SPONSOR - \$2,500

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

BRONZE SPONSOR - \$1,000

- Tickets for up to 2 guests
- Logo placement on digital communications
- Logo recognition in event program
- Social media recognition

PROGRAMS

PA 211 East Contact 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)

Since 2007, VITA has provided free, high quality tax preparation helped by IRS-certified volunteers in Lancaster County. Throughout 15 community sites, VITA works with individuals and families to keep more money in their pockets. During the 2024 Tax Season, VITA prepared over 10,000 returns with Ephrata's location named the number two site in the state and region. VITA supports Lancaster's financial future by bringing millions of dollars back into the local economy through refunds and tax credits.



PA 211 EAST CONTACT CENTER

LEAD SPONSOR - \$10,000

- Opportunity to speak at 211 Day Summit (3 min)
- Recognition as an “Annual Partner” (now through December 2026) on website, at signature events, and in digital and printed communications
- Recognition in annual Community Report
- Reserved table space for marketing at 211 Day
- Featured in United Way of Lancaster County newsletter
- Prominent logo placement on 211 Day invitation, all marketing materials, and digital communications
- Featured on 211 website
- Social media recognition

PLATINUM SPONSOR - \$7,500

- Recognition as an “Annual Partner” (now through December 2026) on website, at signature events, and in digital and printed communications
- Recognition in annual Community Report
- Reserved table space for marketing at 211 Day
- Featured in United Way of Lancaster County newsletter
- Sponsorship recognition at 211 Day
- Featured on 211 website
- Social media recognition

GOLD SPONSOR - \$5,000

- Reserved table space for marketing at 211 Day
- Featured in United Way of Lancaster County newsletter
- Sponsorship recognition at 211 Day
- Featured on 211 website
- Social media recognition

SILVER SPONSOR - \$2,500

- Featured in United Way of Lancaster County newsletter
- Sponsorship recognition at 211 Day
- Featured on 211 website
- Social media recognition

VITA (VOLUNTEER INCOME TAX ASSISTANCE)

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

- Opportunity to speak (3 min) and recognition at VITA Breakfast (May 2026)
- Recognition as an “Annual Partner” (now through December 2026) on website, at signature events, and in digital and printed communications
- Recognition in annual Community Report
- Reserved table space for marketing at VITA Breakfast
- Featured in United Way of Lancaster County newsletter
- Logo placement on printed materials and digital communications
- Featured on United Way website and VITA page
- Social media recognition

GOLD SPONSOR - \$5,000

- Reserved table space for marketing at VITA Breakfast
- Featured in United Way of Lancaster County newsletter
- Logo placement on printed materials and digital communications
- Featured on VITA website
- Social media recognition

ANNUAL PARTNER RECOGNITION

(NOW THROUGH DECEMBER 2026)

This is an additional recognition of sponsorships totaling \$7,500 or more in 2026. 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 4 tickets to attend our annual signature event, United in Impact.

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.

