

## United Way of Johnson & Washington Counties

1150 5<sup>th</sup> Street, Suite 290  
Coralville, IA 52241  
tel 319-338-7823  
[www.unitedwayjwc.org](http://www.unitedwayjwc.org)



## October 24, 2024

Power of the Purse 2024 is the 17<sup>th</sup> Annual fundraiser for United Way of Johnson & Washington Counties happening on Thursday, October 24, 2024. It is an amazing evening bursting with entertainment, socialization, bidding on auction items, unique experiences, enjoying good food, wine, and great company! Whether attendees choose to participate in person or online, there will be over 200 guests engaging in the bidding experience. By contributing your support, attendees will have the opportunity to bid on an assortment of purses, baskets, exclusive Party Row events, and much more!

UWJWC's event is one of the longest running POP events in the nation, and each year we strive to get bigger and better! All proceeds stay local, benefiting UWJWC's mission to fund the important work being done by 29 Partner Agencies as well as initiatives in the areas of Education, Financial Stability, and Health.

**How can you support?** We would love for you to help us reach our goal this year. Please consider donating any of the items below to our auction or consider a sponsorship. United Way of Johnson & Washington Counties is a 501(c)(3) organization and contributions are tax-deductible as allowed by law.

### Donation Suggestions

- In-kind donation from your business
- Gift cards or gift certificates from your business
- Auction Items (designer purses, fine jewelry, filled baskets)
- Premier Sporting Event Tickets or Packages
- Unique Experiences (exclusive class, hotel stay, vacation rental, culinary event)
- Fine Art Pieces or Rare Collectibles
- Sponsorship (see page 2) or Monetary gifts

### **Will you support United Way of Johnson & Washington Counties?**

Please make sponsorship checks payable to United Way of Johnson & Washington Counties. For in-kind donations or to be invoiced, please call or email UWJWC or a POP Committee member to make arrangements, at 319-338-7823. Scan the QR code to learn more about POP!



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Join us in supporting the Power of the Purse 2024, 17th Annual fundraiser benefiting UWJWC. As a sponsor, your name will be prominently featured at this widely celebrated event, aligning your brand with a popular fundraiser that brings together communities for a great cause. Explore the various sponsorship opportunities available below and unite with us in making a meaningful impact.

**Premiere Lead Sponsor Level – \$5,000 Limit One **SOLD OUT** Thanks to:**

- Your name included in all pre-event media coverage including news and tv
- Your name and logo will be on all promotional material and linked on website
- Your name and logo will be prominently displayed at the live event
- Recognition of sponsorship on social media
- Event seats for 8



**Partnering Sponsor Level - \$1,000**

- Your company logo will be on all promotional material and our website
- Your name and logo prominently displayed at live event
- Recognition of sponsorship on social media and auction website
- 4 Event Tickets

**Supporter Sponsor Level - \$500**

- Your company logo will be on promotional material and our website
- Your name will be prominently displayed at the live event
- Recognition of sponsorship on social media
- 2 Event Tickets

**Contributor Sponsor Level - \$250**

- Your name as an event sponsor will be listed on our website
- Your name will be displayed at the live event
- Shared recognition of sponsorship on social media
- 1 Event Ticket

For additional information, or to answer any sponsorship questions you may have, please feel free to call us at (319) 338-7823. Thank you for your consideration.

*Kaila Rome*

Kaila Rome, Director of Development & Marketing  
United Way of Johnson & Washington Counties

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*Anita Vogelzang*

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Power of the Purse Committee Chair

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