



UTAH GIVES

2026 Sponsorship Guide





ABOUT

A Statewide Celebration of Generosity

Building a Giving Movement

UTAHGIVES is Utah's new 24-hour celebration of generosity. It's a day when neighbors, businesses, and communities unite to uplift the causes that shape our state. On **April 30, 2026**, hundreds of nonprofits will come together on UtahGives.org, each telling their story and inspiring gifts that make real change possible.

From Logan to St. George, from small grassroots teams to statewide leaders, **UTAHGIVES** shines a spotlight on the incredible work happening across our communities every day.

Throughout the day, cash prizes and giving challenges, made possible by our generous sponsors, will amplify impact and inspire participation. Nonprofits and sponsors alike will host live events, watch parties, and social campaigns, turning this digital event into a statewide celebration of collective giving.

UTAHGIVES isn't just about raising funds. It's about raising awareness, building connections, and celebrating a shared belief in what Utah can do when we give together.



WHY A GIVING DAY

A Proven Model for Generosity and Growth

Across the country, Giving Days have become powerful and popular traditions. They unite people, businesses, and nonprofits around a single shared purpose: making their communities stronger. These 24-hour giving events inspire philanthropy, spark collaboration, and generate millions of dollars, enabling nonprofits to expand their services and address pressing community needs.

Giving Days are powerful ways for businesses and community members to give back and publicly show their support for the causes and missions that matter most to them. By turning generosity into a shared experience, we can celebrate the good happening in our communities.

UTAHGIVES will

Inspire Generosity

Bring donors and doers together, connecting passion to purpose.

Build Nonprofit Capacity

Give nonprofits a high-visibility platform, expert training, and support to strengthen their storytelling and fundraising skills.

Amplify Community Impact

Sponsor-led cash prizes, matching contributions, and media exposure will multiply every gift and generate more good.

“
On GivingTuesday
2023 alone, donors
in the US contributed
more than \$3.1
billion to nonprofits.
”



SPONSORSHIP

Lead Utah's Giving Movement

Sponsors are the guiding force behind **UTAHGIVES**, serving as catalysts for statewide generosity while connecting their brand with purpose, community, and hope.

Sponsorship Levels

Presenting Sponsor *Lead the movement. Be the face of generosity in Utah.*

- The exclusive statewide leader of **UTAHGIVES**. Receive unmatched visibility, speaking opportunities, and top-tier brand alignment.
 - Commitment: \$50,000

Founding Sponsor *Inspire statewide generosity.*

- Be a recognized trailblazer in building Utah's culture of giving. Receive prominent visibility across media, events, and digital platforms.
 - Commitment: \$25,000

Champion Sponsor *Lead the charge for giving in Utah.*

- Become a key statewide partner with multi-channel visibility, digital engagement, and opportunities for employee and community activation.
 - Commitment: \$10,000

Partner Sponsor *Elevate the movement and fuel generosity.*

- Be a recognized supporter, powering **UTAHGIVES'** statewide reach through marketing and participant resources.
 - Commitment: \$5,000

Supporter Sponsor *Join the celebration!*

- Become an entry-level sponsor supporting **UTAHGIVES'** nonprofit training and statewide campaign. Ideal for small businesses and UNA members.
 - Commitment: \$2,500



SPONSORSHIP

Category	Presenting Sponsor (\$50,000 – 1 available)	Founding Sponsor (\$25,000)	Champion Sponsor (\$10,000)	Partner Sponsor (\$5,000)	Supporter Sponsor (\$2,500)
Recognition and Visibility	Exclusive Presenting Sponsor recognition across all UTAHGIVES materials, campaign collateral, and UNA website	Prominent logo placement on UtahGives.org, campaign collateral, and UNA website	Logo placement on UtahGives.org and select campaign materials	Logo on UtahGives.org Sponsor Page	Logo on UtahGives.org Sponsor Page
Email, Website, and Ongoing Recognition	Prominent recognition on UTAHGIVES email footer, prominent recognition in UNA Annual Report, logo on UNA homepage banner	Logo on UTAHGIVES email footer, recognition in UNA Annual Report, logo on UNA homepage banner	Logo on UTAHGIVES email footer, listing in UNA Annual Report, logo on UNA homepage banner	Logo on UTAHGIVES email footer, listing in UNA Annual Report	Listing in UNA Annual Report
Event Recognition and Engagement	Speaking opportunities and recognition at UTAHGIVES events and 2026 UNA Annual Conference	Public recognition at UTAHGIVES events	Public recognition at UTAHGIVES events	Logo placement on UTAHGIVES event materials	Logo placement on UTAHGIVES event materials
Stewardship	Dedicated sponsor thank-you email to UTAHGIVES + UNA Lists (5K+ reach)	Prominent recognition in sponsor thank-you emails	Recognition in sponsor thank-you emails	Listing in sponsor thank-you emails	Listing in sponsor thank-you emails
Media Promotion	Brand recognition on all statewide print, TV, billboard, and radio promotions	Brand recognition on select media promotions and digital ads	Brand recognition on select media promotions and digital ads	-	-
Social Media Exposure	3 dedicated social media posts	2 dedicated posts	1 dedicated post	1 group thank-you post	1 group thank-you post
Storytelling and Content	Livestream interview or recorded sponsor message shared on social media	Sponsor spotlight feature on social media	Mention in UTAHGIVES recap messages	-	-
Employee and Community Engagement	Company-branded employee matching campaign and internal giving toolkit	Company-branded employee giving toolkit	Employee giving toolkit	Employee giving toolkit	Employee giving toolkit



PRIZE SPONSORSHIP

Be Part of the Excitement

Join the energy of **UTAHGIVES** by turning your gift into a cash prize that fuels friendly competition and inspires more donations throughout the day. Whether tied to a theme, cause, time of day, or a creative challenge, Prize Sponsors make giving even more exciting.

We'll collaborate with you to design a prize that reflects your brand, values, and philanthropic goals - then spotlight your contribution across our campaign.

You choose:

- The gift amount
- The **cause, region, or organization size** you want to uplift
- The **type of prize**, from first donation, to most unique donors, to creative contests, and more

Examples of Prize Ideas

- **First Animal-Related Donation:** Jojo's Dog Treats will award an additional \$1,000 to the first animal-related nonprofit to receive a gift on **UTAHGIVES**.
- **Small But Mighty:** Moab Company is celebrating its 3rd anniversary with a \$3,000 prize for the Grand County nonprofit (budget under \$100K) that raises the most.
- **Morning Rush Hour:** Five random donations between 8-9AM will give nonprofits an extra \$500 each.
- **Social Media Star:** Social Post Sponsor will award \$1,500 to the nonprofit with the most creative tagged post.
- **Golden Ticket Prize:** 123 Company will give \$2,000 to the education nonprofit with the most unique donors.

Prize Sponsors Will Receive

- Naming rights for your sponsored prize
- Brand recognition on the UtahGives.org Prize Page
- Dedicated social media spotlight (especially for time-based prizes)
- Inclusion in the official "Thank You Sponsors" email blast



THANK YOU

For Sponsorship Opportunities, please contact Saru Ramanan,
Chief Growth Officer; sramanan@utahnonprofits.org; 801-596-1800 x4

To learn more about Utah Gives, visit utahgives.org.

To learn more about Utah Nonprofits Association, visit utahnonprofits.org.

