



**TRIDENT UNITED WAY**  
**OVER THE EDGE: RAPPEL UNITED!**

**May 18, 2019 \* Hyatt Place Charleston Historic District**

On Saturday, May 18th, a number of brave souls will have the opportunity to step over the side of nine-story Hyatt Place Charleston Historic District in an effort to support Trident United Way's initiatives in education. Over The Edge: Rappel United is a thrilling event to support an even more exciting program - the Tri-County Reading By Third Project (RB3)!

Children younger than third grade are focused on learning to read. Reading at grade level by the end of third grade is critical to success in school, as the focus shifts from learning to read to reading to learn. Students need to use their reading skills to absorb information in math, social studies and science.

**Did You Know? Approximately 50% of students in the Tri-County region are not reading on grade level by the end of third grade.**

The Tri-County Reading by Third Project, nicknamed RB3, is working to change that statistic, and that's where YOU come in! With your help, Trident United Way has promised to commit up to \$1.5 million in funding over a three-year period.

Consider signing up today as a Corporate Sponsor, Corporate Team or Individual Edger—**We need YOU!**



Trident United Way



## OVER THE EDGE: RAPPEL UNITED!

Presenting Sponsor | \$10,000

- **Company name inclusion in event reference (“Over The Edge: Rappel United! presented by...”)**
- **One reserved rappel spot during VIP/Media Day (May 17th)**
- **Two additional reserved rappel spots during Main Event (May 18th)**
- **10 invitations to VIP Reception (May 17th)**
- **Company logo featured on table tents during VIP Reception (May 17th)**
- **Company representative invited to speak at VIP Reception (May 17th)**
- **Company acknowledged during ceremony remarks during Main Event (May 18th)**
- **“Shout Out” recognizing company-sponsored Edgers during Main Event**
- **Company logo featured on website**
- **Company logo featured on all electronic and print communication**
- **Company logo featured on all event signage**
- **Company recognition in all media materials**
- **Company recognition in at least three social media posts (FB, Twitter, LinkedIn)**
- **Opportunity to include product or promo item in participant bag for Edger**
- **Opportunity for table and pop-up banner in landing zone area**

For sponsorship information, visit [www.tuw.org/OTE](http://www.tuw.org/OTE), call Amy Maciariello at (843)740-7729, or email [amaciariello@tuw.org](mailto:amaciariello@tuw.org).



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## OVER THE EDGE: RAPPEL UNITED!

VIP Reception Sponsor | \$5,000

VIP Reception scheduled Friday evening, May 17th

- High brand visibility and recognition at the VIP Reception (May 17th)
- Company representative invited to speak during VIP Reception
- Promotional table(s) with signage at VIP Reception
- Opportunity for on-site sampling at VIP Reception
- 10 invitations to VIP Reception
- One reserved rappel spot for Main Event (May 18th)
- "Shout Out" recognizing company sponsored Edgers during Main Event
- Company logo featured on all event signage
- Company recognition in all media materials
- Company recognition in at least three social media posts (FB, Twitter, LinkedIn)
- Opportunity to include product or promo item in participant bag for Edger

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### Landing Zone Sponsor | \$5,000

- **High brand visibility in the “Landing Zone” area during Main Event (May 18th)**
- **Promotional table(s) with signage in the Landing Zone area**
- **Opportunity for on-site sampling in the landing zone area during Main Event**
- **One reserved rappel spot for Main Event**
- **Two invitations to VIP Reception (May 17th)**
- **“Shout Out” recognizing company sponsored Edgers during Main Event**
- **Company logo featured on all event signage**
- **Company recognition in all media materials**
- **Company recognition in at least three social media posts (FB, Twitter, LinkedIn)**
- **Opportunity to include product or promo item in participant bag for Edger**

For sponsorship information, visit [www.tuw.org/OTE](http://www.tuw.org/OTE), call Amy Maciariello at (843)740-7729, or email [amaciariello@tuw.org](mailto:amaciariello@tuw.org).



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## OVER THE EDGE: RAPPEL UNITED!

**Ropes Sponsor** (2 available) | **\$2,500**

- **Premier recognition during Main Event (company name mentioned with every rappel on sponsored rope)**
- **One reserved rappel spot during Main Event**
- **Two invitations to VIP Reception (May 17th)**
- **“Shout Out” recognizing company-sponsored Edgers during Main Event**
- **Company logo featured on all event signage**
- **Company recognition in all media materials**
- **Company recognition in at least three social media posts (FB, Twitter, LinkedIn)**
- **Opportunity to include product or promo item in participant bag for Edger**

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## OVER THE EDGE: RAPPEL UNITED!

### Helmet Sponsor | \$1,000

- **Logo visibly affixed to each Edger's helmet**
- **Two invitations to VIP Reception (May 17th)**
- **"Shout Out" recognition of company-sponsored Edgers during Main Event**
- **Company logo featured on all event signage**
- **Company recognition in all media materials**
- **Company recognition in at least three social media posts (FB, Twitter, LinkedIn)**
- **Opportunity to include product or promo item in participant bag for Edger**

For sponsorship information, visit [www.tuw.org/OTE](http://www.tuw.org/OTE), call Amy Maciariello at (843)740-7729, or email [amaciariello@tuw.org](mailto:amaciariello@tuw.org).



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## OVER THE EDGE: RAPPEL UNITED!

### Other Ways to Get Involved

#### Corporate Team Champions

*Contribute (or match) to ensure your company's team of Edgers meets their fundraising goals!*

- Sponsorship recognition available if company matches funds
- Sponsorship recognition available if company contributes to team's total

#### Edger—\$1,000

- One reserved rappel spot for Main Event (May 18th)
- Invitation for you and a guest to attend VIP Reception (May 17th)
- Participant Bag with promo items
- *If you raise \$1,500, receive an additional invitation to the VIP Reception AND up to 3 action photos during your rappel*
- *If you raise \$2,000, invite three friends to the VIP Reception, enjoy up to 3 action photos of your rappel AND document your experience with a helmet mounted GoPro!*

#### Volunteers

Interested in volunteering day-of? Let us know—we need you!

#### Toss the Boss!

Pool together with co-workers to raise at least \$1,500, and we'll arrange to send your boss Over The Edge!

*But careful... if your boss MATCHES the amount raised, he or she can delegate the duty to someone else!*

To set up the logistics of tossing your boss Over The Edge, send an email to [amaciariello@tuw.org](mailto:amaciariello@tuw.org).

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# Individual and Corporate Sponsorship Opportunities

What better way to support hundreds of students in the Tri-County area than to join Trident United Way as we go **Over The Edge: Rappel United!**

The Tri-County Reading by Third Project (RB3) is a three-year pilot program designed to raise reading proficiency rates of children in Berkeley, Charleston and Dorchester counties by the end of third grade. Results from this first year of the pilot are demonstrating this as one of the most effective programs TUW has ever funded to increase reading levels!

So **Join Us!** Gear up and rappel down the side of the nine-story Hyatt Place in beautiful downtown Charleston to raise money for the Tri-County Reading By Third Project! This heart-pumping adrenaline rush is not for your average fundraiser, but you aren't our average supporter!

**Saturday, May 18, 2019 \* Hyatt Place Charleston Historic District, 560 King St., Charleston, SC**

Contact Amy Maciariello at [amaciariello@tuw.org](mailto:amaciariello@tuw.org) or visit [www.tuw.org/OTE](http://www.tuw.org/OTE).

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Company Name (as it should be listed)		Primary Contact	
Company Address	City	State	ZIP
Contact Email	Contact Phone		

Sponsorship Level:

Presenting Sponsor—\$10,000

VIP Reception Sponsor—\$5,000

Landing Zone Sponsor—\$5,000

Rope Sponsor (2 available) - \$2,500

Toss the Boss Challenge—\$1,500

Helmet Sponsor—\$1,000

Payment Options:

Payment Enclosed (for credit card payments, contact Amy Maciariello at 843-740-7729.)

Please bill me (note if billing address is different from above)

Signature



Date