

2026 SPONSORSHIP OPPORTUNITIES
STUFF THE BUS BENEFITING UNITED WAY OF SANTA CRUZ COUNTY

• SATURDAY AUGUST 1, 2026 • 10AM-1PM • KAISER PERMANENTE ARENA •

PRESENTING SPONSOR – \$10,000

- Premier logo placement on all promotional materials, event signage, media outreach, and social media campaigns
- Recognition as the Presenting Sponsor during event announcements and media opportunities
- Featured recognition on United Way Santa Cruz County's website
- Opportunity to host supply collection sites or buses throughout Santa Cruz County
- Corporate volunteer engagement opportunity with priority placement at the event
- Sponsorship of approximately 500 filled backpacks for local students
- Opportunity to provide promotional items or branded materials during the event

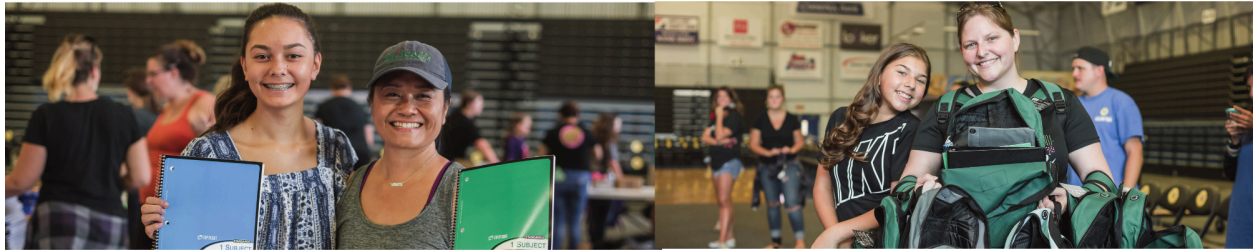
GOLD SPONSOR – \$5,000

- Logo placement on promotional materials and event signage
- Recognition on United Way Santa Cruz County website and social media
- Opportunity to host supply collection sites or buses
- Sponsorship of approximately 250 filled backpacks
- Corporate volunteer engagement opportunity
- Recognition during event announcements

SILVER SPONSOR – \$2,500

- Recognition on promotional materials
- Recognition on United Way Santa Cruz County website and social media
- Opportunity to host supply collection sites or buses
- Sponsorship of approximately 125 filled backpacks
- Corporate volunteer engagement opportunity





BRONZE SPONSOR – \$1,000

- Recognition on select promotional materials
- Recognition on United Way Santa Cruz County website
- Opportunity to host up to four supply collection sites or buses
- Sponsorship of approximately 60 filled backpacks
- Corporate volunteer engagement opportunity

COPPER SPONSOR – \$500

- Recognition on United Way Santa Cruz County website
- Opportunity to host up to two supply collection sites or buses
- Sponsorship of approximately 30 filled backpacks
- Corporate volunteer engagement opportunity

WHY STUFF THE BUS?

Thousands of students across Santa Cruz County begin the school year without the supplies they need to succeed. Stuff the Bus brings together local businesses, volunteers, schools, and community organizations to ensure students start the year prepared, confident, and supported.

CONTACT / MORE INFO

campaign@unitedwaysc.org

