



OVER THE EDGE SPONSORSHIPS

APRIL 26, 2025





ABOUT OVER THE EDGE

Over the Edge is an exhilarating fundraising event featuring up to daring participants, each striving to raise a minimum of \$1,000. In return, these brave individuals get the unique opportunity to rappel 50 feet down the Cape Fear Valley Medical Arts Center in Downtown Fayetteville. This thrilling experience is designed to support United Way of Cumberland County's (UWCC) mission of raising funds to enhance the quality of life in Cumberland County by addressing critical community needs, including education, health, financial stability, and basic necessities.

This year, we are excited to partner with the Fayetteville Dogwood Festival, making Over the Edge a sanctioned event held annually in April. The 2025 Dogwood Festival, celebrating its 43rd year, promises extraordinary entertainment, family-friendly activities, delicious food, and beloved community traditions in Downtown Fayetteville. This weekend event attracts over 200,000 attendees each year, offering an incredible platform for visibility and community engagement.

Participating Ideas at Work

Over the Edge is an exciting and unique fundraising event where participants rappel down a multi-story building to support United Way of Cumberland County. This thrilling experience happens in April, in conjunction with the Dogwood Festival, attracting attention from the local community and beyond. To participate, individuals must raise a minimum of \$1,000, with all proceeds going to support vital community programs and initiatives. These ideas help ensure anyone can participate in the once in a life time event!

Raffle Entry:

You can engage your employees and customers by offering raffle tickets for a chance to go Over the Edge.

Matching Gift Program

You can implement a matching gift program where you match the donations made by your employees to sponsor someone going Over the Edge.



Sponsorships Packages

Apex

\$10,000

- 10 Rappels spot with a Preferred Time Slot
- 10 VIP Tent Access Bands
- Opportunity to Speak at Event
- Logo on Helmets and T-Shirt
- Special Feature in the event newsletter
- 12 Social Media post throughout the year
- Logo on all Promotional and Event Material
- Mentioned at Opening Remarks
- Verbal mentions from the DJ throughout the event
- Opportunity to showcase your services/products
- Opportunity to include promotional items in the goody bag
- Logo featured in thank you acknowledgments and on the event website with a clickable link until next year

Summit

\$5,000

- 5 Rappel spots with a Preferred Time Slot
- 5 VIP Tent Access Bands
- Choice of: Rope, Landing Zone or Video Sponsor for Over the Edge
- Logo on all Promotional and Event Material
- Mentioned at Opening Remarks
- Verbal mentions from the DJ throughout the event
- Highlighted in the event newsletter
- Opportunity to showcase your services/products
- Opportunity to include promotional items in the goody bag
- Logo featured in thank you acknowledgments and on the event website with a clickable link until next year
- 6 Social Media post throughout the year

Base Camp

\$3,000

- 3 Rappel spots with a Preferred Time Slot
- 3 VIP Tent Access Bands
- Choice of: Chicken Coop, Waiting Area, Food, or Photo Booth Sponsor for Over the Edge
- Logo on promotional material
- 3 Social media post throughout the year
- Company acknowledgment on Day-of-Event materials
- Opportunity to include promotional items in the goody bag
- Logo featured in thank you acknowledgments and on the event website with a clickable link until next year
- Acknowledgement at event

Edge

\$1,000

- 1 Rappel spot with a Preferred Time Slot
- 1 VIP Tent Access Bands
- 2 Separate Social media mention
- Company acknowledgment on Day-of-Event materials
- Opportunity to include promotional items in the goody bag
- Logo featured in thank you acknowledgments and on the event website with a clickable link until next year
- Acknowledgement at event

Sponsorships Packages

Land

\$500

- Logo featured in thank you acknowledgments and on the event website with a clickable link until next year
- Acknowledgement at event
- Opportunity to include promotional items in the goody bag
- 1 Social Media Post

In-Kind

- T-shirts for Volunteers
- Rooms for Over the Edge Staff
- Photo/Video
- Bags for Rappelers
- Portable Toilets
 - **Secured** - Portable Toilets of Fayetteville
- MC for Event
 - **Secured** - WKML
- Building
 - **Secured** - Cape Fear Valley Health

Why

Sponsor Over the Edge?

- Increase your brand's visibility through positive media impressions.
- Reinforce your company's reputation as a good corporate citizen.
- Support the leading non-profit with the greatest local impact.
- Feel good knowing you're not only getting value but giving value.

VIP Tent

For VIP Sponsors Only

- Exclusive Access
 - Private area with comfortable seating, away from the main crowd.
 - Special viewing area for the Over the Edge rappelling event.
 - Personalized entry and wristbands for easy identification.
- Free Food and Drinks
- Extra Goodies

Toss Your Boss

If you have a manager who has pushed you to your limits, now is the perfect time to return the favor! Form a #UWCC TossYourBoss Team to enjoy some fun workplace camaraderie while raising money for a great cause. Follow these easy steps:

1. Get your boss to agree to rappel or go into the chicken coop and raise matching funds to avoid rappelling.
2. Organize your co-workers to raise \$2,500 to send your boss Over the Edge.
3. Visit [our website](#).
4. Share your registration link with family and friends.
5. On April 26, 2025, visit the Cape Fear Valley Medical Arts Center to cheer as your boss goes Over the Edge!

Companies and organizations that participate in Toss Your Boss and raise \$2,500 will receive sponsorship recognition at the event and in pre-event communications. Benefits include:

- Logo placement on the UWCC website for Over the Edge advertising
- Logo placement and a shout-out in one issue of our email newsletter sent to rappellers





OVER THE EDGE COMMITMENT FORM

Company: _____

Contact Information

Full Name: _____

Address: _____

City: _____ State/Zip: _____

Email: _____ Phone Number: _____

Sponsorship Information

- | | |
|--|---|
| <input type="checkbox"/> Apex \$10,000 | <input type="checkbox"/> Edge \$1,000 |
| <input type="checkbox"/> Summit \$5,000 | <input type="checkbox"/> Land \$500 |
| <input type="checkbox"/> Base Camp \$3,000 | <input type="checkbox"/> In Kind: _____ |

By signing this, I agree to have all materials, payments, etc to United Way of Cumberland County by **April 10, 2025**.

Signature: _____ Date: _____

Payment Information

Enclosed is my check made payable to: **United Way of Cumberland County**

Please bill me on: _____

Please charge my credit card

- Visa American Express Mastercard Discover

Name on Card: _____ Amount: _____

Card Number: _____ Exp. _____ CVV: _____

Signature: _____ Date: _____

United Way of Cumberland County is a 501(C)(3) organization. Your contribution may be considered tax deductible to the full extent of the law.

Please submit form to development@UnitedWay-cc.org.

For questions, please call Toni Wildhaber at 910-483-1179 x 225.

All checks should be mailed to:
United Way for Cumberland County
P.O. Box 303
Fayetteville, NC 28302



United Way of Cumberland County

www.unitedway-cc.org

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DONATE

