



Mahjong and Mimosas

Sponsorship Opportunities

Saturday, March 21st
10 AM - 2 PM



ABOUT GREATER LONGVIEW UNITED WAY

For over 75 years, Greater Longview United Way has served Gregg County and the surrounding area by bringing people and resources together to create lasting community impact. Our work is rooted in the belief that when individuals, organizations, and businesses unite around shared goals, our community grows stronger.

Rather than operating as a direct service provider, Greater Longview United Way acts as a community connector. Through our annual grant process, we currently provide funding for 29 programs operated by 17 local nonprofit partners. These programs focus on youth opportunities, financial stability, healthy communities, and community resiliency, addressing critical needs such as early childhood education, literacy, food security, housing stability, health access, and crisis support.

In addition to grantmaking, Greater Longview United Way leads and supports several community initiatives designed to strengthen local systems and expand access to essential resources. Read to Succeed promotes early literacy and school readiness for young children. Dolly Parton's Imagination Library provides free, high-quality books each month to children from birth to age five. INFOline of Gregg County connects individuals and families to local services and assistance. Mission United supports veterans and their families by helping them navigate available resources and benefits. Together, these initiatives reflect a commitment to both meeting immediate needs and supporting long-term stability for our community.

Events like Mahjong & Mimosas reflect Greater Longview United Way's commitment to creating welcoming opportunities for people to connect while supporting meaningful local impact. By blending social connection with philanthropy, we strengthen relationships, raise vital funds, and continue working toward a healthier, more resilient community because United is the Way.

WHAT IS MAHJONG?



Mahjong is a tile-based strategy game that originated in China and has evolved into several variations around the world. The version played at our event, American Mahjong, uses a unique set of rules, colorful tiles, and a yearly National

Mah Jongg League (NMJL) card to guide play. It combines strategy, skill, and a touch of luck as players collect sets of tiles to form winning hands. Beyond the game itself, Mahjong is known for bringing people together, encouraging conversation, laughter, and lasting friendships.

ABOUT OUR PARTNER

Mahj in the Pines began when two friends in East Texas decided to turn their love of Mahjong into a way to connect with others. What started as casual games over bubbly and laughter grew into a vibrant community where people come to learn, play, and relax.

Their mission is to make Mahjong approachable for everyone, especially beginners, and to create a joyful, welcoming space to gather and play. Mahj in the Pines hosts Mahjong 101 lessons, seasonal leagues, and social events filled with fun, snacks, and good company. They've hosted multiple community events, including monthly games at Oil Horse Brewing Company.



SPONSORSHIPS OPPORTUNITIES



THE DRAGON SPONSOR (PRESENTING – EXCLUSIVE)

\$2,500

Dragons in Mahjong represent strength, success, and prosperity. As the Dragon Sponsor, you lead the event and bring it to life.

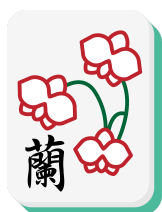
“Mahjong & Mimosas presented by [Sponsor Name]” on all materials; opportunity to make opening remarks or a toast; premier logo placement at registration and on signage; two reserved tables (8 seats); featured social media campaign; option to include branded swag or table favors.

WIND SPONSOR (PREMIER)

\$1,000

The four winds (East, South, West, North) are key in Mahjong and represent movement, opportunity, and connection, much like this gathering.

Prominent logo placement on website and printed program; one reserved table (4 seats); recognition during welcome remarks; featured social media post.

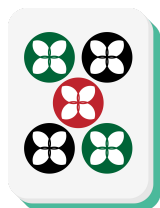


FLOWER SPONSOR (SUPPORTING)

\$500

Flower tiles signify beauty, good fortune, and celebration, perfectly reflecting your contribution to this elegant event.

Logo on printed program and website; two event tickets; featured social media post.

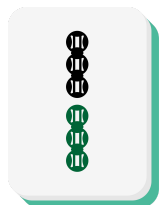


DOTS SPONSOR (COMMUNITY)

\$250

Circle tiles, or “Dots,” symbolize unity and connection. This sponsorship brings people together to create lasting impact.

Recognition in the printed program and on the website; one event ticket; recognition on social media.



BAMS SPONSOR (FRIEND OF THE EVENT)

\$100

Bamboo tiles, or “Bams,” represent growth and resilience, attributes that strengthen our community and helps it thrive.

Name listed as supporter in event program and on website.



IN-KIND SPONSOR - RECOGNIZED AT COMPARABLE LEVELS

- Coffee Bar Sponsor – recognition for donated coffee and supplies
- Bubbles Sponsor – recognition for donated champagne or sparkling wine
- Juice Sponsor – recognition for donated orange juice
- Venue Partner – recognition for providing discounted or donated space



Become a Sponsor

To secure your sponsorship for the 2026 Mahjong & Mimosas, please complete this form and return it to Heather Stevenson at hstevenson@longviewunitedway.org or mail it to Greater Longview United Way, PO Box 411, Longview, TX 75606.

Credit card payments can be processed at GiveButter.com/LongviewUnitedWay.

Company Information

Company Name (as you wish it to appear in print)

Mailing Address

Company Contact

Name

Title

Phone Number

E-Mail Address

Sponsorship Level

☐ The Dragon Sponsor - \$2,500

☐ Dots Sponsor - \$250

☐ Wind Sponsor - \$1,000

☐ Bams Sponsor - \$100

☐ Flower Sponsor- \$500

☐ In-Kind Sponsor

Signature

Payment Options

☐ Check
Enclosed

☐ Send
Invoice

☐ Credit Card
(Pay Online)