



a playful
take on
nonprofit
competition
this giving
tuesday

Dec. 1
GI♥ING
TUESDAY



2026 UNO CUP

GIVING TUESDAY

Each year, nonprofits everywhere clamor for support on Giving Tuesday; a well-meaning holiday, focused on rallying support for deserving and important community missions, has become more and more competitive. Donors are flooded with asks, and may end up feeling spread-thin, or have to make the tough call, of which org they want to give to, at the expense of others.

It's tough on orgs too. Their teams have to dedicate their resources and time to developing a campaign, being creative to stand out amongst the crowd, or miss out during the that critical end-of-year time.

Enter: UNO CUP! A playful take on the competition, Lansing Area Nonprofits can register to play in this tournament with a guaranteed payout of \$2500 to the winning team, and collaborative fundraising with organizations gathering sponsorships together and sharing the good Giving Tuesday brings.

The Cup is Livestreamed (hosted by Unodeuce Multimedia), and the audience can learn more about all the organizations participating and still support their individual missions via the stream site linked to orgs' giving pages.

BUT WHAT IF ORGS COME TOGETHER FOR A FUN COMPETITION INSTEAD?



Please join UnoDeuce, and event partner, CASA for Kids, Inc., for this fun way to take the pressure off this Giving Tuesday, and get recognition and brand awareness for your business as a sponsor, or as a nonprofit partner. Check out sponsorship options, commitment info, and more. Hope to talk more soon!

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 **THIS RIGHT
HERE!**



See last year's UnoCup Stream if you're curious how it works/ want to see what your sponsorship or committment brings!

Keep reading to check out ways to partner as a nonprofit organization, a celebrity player, or as an announcer. Ready to committ? Have questions? Please reach out!

Have ideas? We'd love help making the event even better. Support can come in many forms. Reach out to join our planning committee, give feedback, share ideas, set up press or outreach opportunities, and more.

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PLAYERS READY?

(WHAT WE NEED FROM YOU)

NON-PROFIT PARTNERS

Join this year's tournament and streamline your fundraising efforts for Giving Tuesday!

- Acquire a sponsor by November 14th (this adds to the pool for the grand prize and split payout).
- Block off 4-5 hours of time on Giving Tuesday for the Livestream.
- Reach out to and recruit Celebrity Players by October 31, 2026 to play on your behalf (or join in yourself, or make a benefit to your sponsor!)
- Schedule a time to record your 30-second in-studio "intro video" with UnoDeuce (Nov 2-14, 2026)
- Set up a donation link to be added to the overall LinkTree for all participating organizations.
- Promote the event through your networks!

[Email Here!](#)

**SIGN UP!!
DEADLINE
OCT 31**



CELEBRITY PLAYER

Help us bring attention to the event & get the good karma from volunteering and supporting great local causes!

- Block off 4-5 hours of time on Giving Tuesday for the Livestream.
- Partner as the representative for your chosen local charity participating in the tournament.
- Promote the event through your networks and audience
- Know how to play UNO!

SPONSOR PACKAGE

Get your brand in front of an audience with tons of potential. Show your support for area nonprofits in an easy win-win this Giving Tuesday, with paid ad space, announcements, and more in this fun livestream event!

\$500

+2 Package

Logo Placement
2x per half hour of the tournament
Ongoing logo scroll throughout the tournament

+4 Package - ONLY 8 AVAILABLE!

15 Second Ad - filmed in studio
1x per break of the tournament
Announcer Shout Out
Ongoing logo scroll throughout the tournament

\$1000

**To pick your package and make a payment,
email Paul by November 14, 2026
pauls@unodeuce.com**



Other ways to get involved...

1. Donate to the nonprofit of your choice
2. Become a celebrity player
3. Watch the live stream & Share!

