



THE VALUE OF THE UNITED WAY BRAND

United Way is the world's largest privately funded nonprofit and was ranked one of Forbes magazine's "Top Five All-Star" charities.

The United Way brand is recognized by 91% of the general public.

Nearly \$125 million worth of donated media has been made possible through our unique partnership with the Ad Council, who embraced the **LIVE UNITED** message.

LIVE UNITED is ranked in the top 10 of all Ad Council campaigns.



HOW IT WORKS

Our corporate sponsors support United Way's special events, campaign materials, and marketing programs, eliminating multiple sponsorship requests. In return, your company's support is promoted throughout the year.

BECOME A UNITED WAY CORPORATE SPONSOR

BENEFIT from year-round local visibility.

INCREASE your brand exposure and elevate your corporate identity in the community by linking your brand with United Way, one of the most recognized and respected non-profit brands in the country.

REINFORCE your company's reputation as a good corporate citizen to your customers, employees and residents.

EXPERIENCE the guaranteed reach of local marketing exposure and benefit from the positive image of supporting United Way.

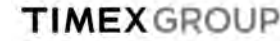
SUPPORT year-round United Way communication activities which allow United Way to direct more donor dollars to make a greater impact in the community.

RETURN ON YOUR INVESTMENT as tangible impressions and measured media value far exceed the cost of sponsorship.

THE UNITED WAY CORPORATE SPONSORSHIP PROGRAM IS AN EFFECTIVE WAY TO PROMOTE YOUR COMPANY AND CARRY YOUR COMMUNITY AND SOCIAL RESPONSIBILITY MESSAGE!

THANK YOU TO OUR 2015-2016 SPONSORS

Platinum



Media Sponsor

RepublicanAmerican

Gold

Powerstation Events

Silver

Crystal Rock
Eversource
Post University
Ricoh, USA

Bronze

Calcagni Realty
Carmody, Torrance, Sandak, Hennessey
Ion Bank
Largay Travel
People's United Bank
Saint Mary's Health System
Savings Bank of Danbury
The Next Street
Thomaston Savings Bank
Torco
Waterbury Hospital
Waterbury CT Teachers Federal Credit Union



A Marketing Collaboration

Enhance your visibility by partnering with one of the world's most valuable brands.

CORPORATE SPONSORSHIP PROGRAM

United Way of Greater Waterbury
100 North Elm Street
2nd Floor
Waterbury, CT 06702



CORPORATE SPONSORSHIP PACKAGES



RECOGNITION	QUANTITY	PLATINUM \$15,000	GOLD \$7,500	SILVER \$5,000	BRONZE \$2,500
CORPORATE SPONSORSHIP BROCHURE PHOTO		✓			
CORPORATE SPONSORSHIP BROCHURE		✓ LOGO	✓ TEXT	✓ TEXT	✓ TEXT
CATEGORY EXCLUSIVITY		✓			
CAMPAIGN NEWSPAPER INSERT	30,000	✓ LOGO	✓ TEXT	✓ TEXT	✓ TEXT
CAMPAIGN PROMOTIONAL PRODUCT	LOGO - 500	✓			
ANNUAL REPORT	LOGO - 2500	✓	✓	✓	✓
E-NEWSLETTER	LOGO - 5,700 SUBSCRIBERS	✓ LOGO	✓ TEXT ONLY	✓ TEXT ONLY	
WEBSITE	LOGO - 24,000 VISITORS ANNUALLY	✓	✓	✓	✓
INVITATIONS	LOGO - 10,000 ANNUALLY	✓			
EVENT SIGN (7 PER YEAR)	LOGO	7	6	5	2
EVENT SPONSOR REEL	LOGO	3	3	3	3
HOLIDAY CARD	LOGO - 3,000	✓	✓		
TOCQUEVILLE RECEPTION - 2 SPONSOR TICKETS	\$400 VALUE	✓			
LEAVENWORTH RECEPTION INVITATION	LOGO - 650	✓	✓		
LEAVENWORTH RECEPTION - 4 SPONSOR TICKETS	\$400 VALUE	✓	✓		
COMMUNITY LEADERS DINNER	TABLE OF TEN/\$500, INDIVIDUAL TICKET/\$50	TABLE -----PREMIER SEATING-----	TABLE	TABLE	4 IND. TICKETS
AD COMMUNITY LEADERS DINNER PROGRAM	PROVIDED BY SPONSOR - 600	✓ FULL PAGE COLOR	✓ FULL PAGE B&W	✓ HALF PAGE B&W	
COMMUNITY LEADERS DINNER PROGRAM	LOGO - 500	✓	✓	✓	✓
EMERGING LEADERS EVENT SIGNS	2 PER YEAR	✓	✓	✓	



COMMITMENT FORM

YES! Our company commits to be a 2016-2017

Corporate Sponsor: *(please check one)*

- Platinum \$ 15,000
- Gold \$ 7,500
- Silver \$ 5,000
- Bronze \$ 2,500

The 2016-2017 sponsorship period runs July 1, 2016 through June 30, 2017

Company: _____

Contact Name: _____

Signature: _____

Email: _____

Phone: _____ Fax: _____

Billing Preference: One-time Other (specify)

Please provide a printable company logo in PDF *(make sure fonts are embedded)*, JPEG or TIFF format no later than July 31, 2016.

Contact:

Stacy LaCapra, Resource Development
(203) 757-9855
slacapra@unitedwaygw.org

Please mail or fax this form to:

United Way of Greater Waterbury
100 North Elm Street, 2nd Floor
Waterbury, CT 06702-1512
Fax (203) 757-0867

CUSTOM CORPORATE SPONSOR PACKAGES

Custom corporate sponsorship packages including 75th Anniversary opportunities are available to meet your marketing needs in support of our mission.

