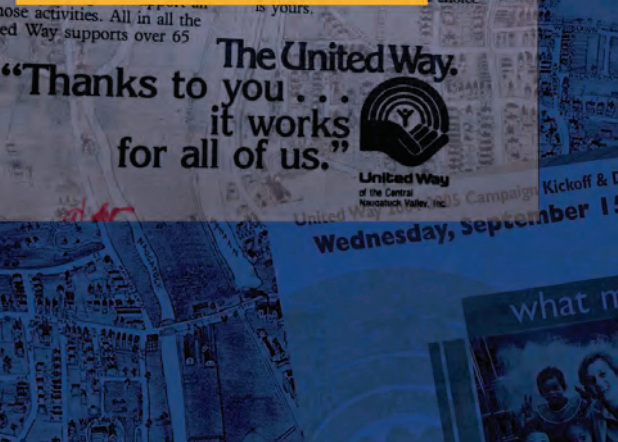


# SINCE 1942

## LIVE UNITED®



### THE VALUE OF THE UNITED WAY BRAND

United Way is the world's second 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 2016-2017 SPONSORS



- Gold**
- Crystal Rock
  - Powerstation Events
  - Savings Bank of Danbury

- Silver**
- Eversource
  - Post University
  - Ricoh, USA
  - Saint Mary's Hospital
  - Thomaston Savings Bank
  - Torcco

- Bronze**
- Calcagni Realty
  - Carmody, Torrance, Sandak, Hennessey
  - Ion Bank
  - Largay Travel
  - People's United Bank
  - 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 - 6,200 SUBSCRIBERS	✓ LOGO	✓ TEXT ONLY	✓ TEXT ONLY	
WEBSITE	LOGO - 24,000 VISITORS ANNUALLY	✓	✓	✓	✓
INVITATIONS	LOGO - 10,000 ANNUALLY	✓			
EVENT SIGN (7 PER YEAR)	LOGO	6	5	4	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 2017-2018

Corporate Sponsor: *(please check one)*

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

The 2017-2018 sponsorship period runs July 1, 2017 through June 30, 2018

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 28, 2017.

### Contact:

Stacy LaCapra, Resource Development  
 (203) 757-9855, Ext. 12 • cell: (203) 232-5404  
[slacapra@unitedwaygw.org](mailto: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.

