



# WHY PARTNER WITH UNITED WAY?

WEBSTER BANK

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.

**BENEFIT** from year-round local visibility.

**INCREASE** brand exposure and easily reach customers with a positive image of community support.

**ELEVATE** your corporate identity by associating with one of the most recognized and respected non-profit brands both nationally and locally.

**REINFORCE** your company's reputation as a good corporate citizen.

**GAIN** good will from the community by ensuring donor dollars address needs rather than messaging.

**REALIZE** a strong ROI; tangible impressions and measured media value far exceed sponsorship cost.

LEARN MORE AT [UNITEDWAY.ORG](http://UNITEDWAY.ORG)



## JOIN THE RESPECTED CORPORATIONS ALIGNING THEIR BRAND WITH OURS

2023 - 2024 SPONSORS

Platinum Premier



Platinum



Platinum Marketing



Platinum Media



Gold

Powerstation Events

Trinity Health Of New England/Saint Mary's Hospital  
Waterbury HEALTH/Waterbury Hospital

Silver

Eastern Connecticut Pathology  
Eversource Energy

Bronze

Albert Bros., Inc.  
American Medical Response, Waterbury, CT  
AMETEK - Haydon Kerk Pittman  
Carmody Torrance Sandak & Hennessey LLP  
Largay Travel, Inc.  
Shaker Automotive Group  
Waterbury CT Federal Teachers Credit Union  
Torrco



United Way of Greater Waterbury

123 Bank Street, 3rd Floor  
Waterbury, CT 06702-1512



[www.unitedwaygw.org](http://www.unitedwaygw.org)

# CORPORATE SPONSORSHIP A MARKETING COLLABORATION



2024 - 2025



Enhance your visibility and maximize your local impact by partnering with one of the world's most valuable brands



United Way of Greater Waterbury



THOMASTON SAVINGS BANK



WORX

# COMMITMENT FORM

**YES!** Our company commits to be a 2024-2025 Corporate Sponsor.

- Platinum Premier \$20,000
- Platinum Plus \$17,500
- Platinum \$15,000
- Gold \$7,500
- Silver \$5,000
- Bronze \$2,500

The 2024-2025 sponsorship period runs August 1, 2024 through July 31, 2025.

Company: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Billing Preference:  One-time  Quarterly  Monthly

Please provide a printable company logo in PDF (*make sure fonts are embedded*), JPEG or TIFF format.

**Contact:**  
 Logan Smith  
 Corporate Engagement  
 (203) 757-9855 x123  
 lsmith@unitedwaygw.org

**Please mail or email an image of this completed form to:**  
 United Way of Greater Waterbury  
 123 Bank Street, 3rd Floor  
 Waterbury, CT 06702-1512

## CUSTOM CORPORATE SPONSOR PACKAGES

Custom corporate sponsorship packages are available to meet your marketing needs in support of our mission.



**United Way  
 of Greater Waterbury**

| RECOGNITION                            | QUANTITY                                   | PLATINUM PREMIER \$20,000 | PLATINUM PLUS \$17,500 | PLATINUM \$15,000 | GOLD \$7,500    | SILVER \$5,000  | BRONZE \$2,500       |
|----------------------------------------|--------------------------------------------|---------------------------|------------------------|-------------------|-----------------|-----------------|----------------------|
| CORPORATE SPONSORSHIP BROCHURE PHOTO   |                                            | ✓                         | ✓                      | ✓                 |                 |                 |                      |
| CORPORATE SPONSORSHIP BROCHURE         |                                            | ✓ LOGO                    | ✓ LOGO                 | ✓ LOGO            | ✓ TEXT          | ✓ TEXT          | ✓ TEXT               |
| CATEGORY EXCLUSIVITY                   |                                            | ✓                         | ✓                      |                   |                 |                 |                      |
| CAMPAIGN NEWSPAPER FULL PAGE AD        | 30,000                                     | ✓ LOGO                    | ✓ LOGO                 | ✓ LOGO            | ✓ TEXT          | ✓ TEXT          | ✓ TEXT               |
| CAMPAIGN PROMOTIONAL PRODUCT           | LOGO                                       | ✓                         | ✓                      | ✓                 |                 |                 |                      |
| ANNUAL REPORT PRINT & DIGITAL          | LOGO - 2,000                               | ✓                         | ✓                      | ✓                 | ✓               | ✓               | ✓                    |
| E-NEWSLETTER                           | LOGO - 5,800 SUBSCRIBERS                   | ✓ LOGO                    | ✓ LOGO                 | ✓ LOGO            | ✓ TEXT ONLY     | ✓ TEXT ONLY     |                      |
| WEBSITE                                | LOGO - 25,000 VISITORS ANNUALLY            | ✓                         | ✓                      | ✓                 | ✓               | ✓               | ✓                    |
| PRINTED INVITATIONS                    | LOGO - 10,000 ANNUALLY                     | ✓                         | ✓                      | ✓                 |                 |                 |                      |
| EVENT SPONSORSHIP SIGN                 | LOGO                                       | 3                         | 3                      | 3                 | 3               | 2               | 2                    |
| EVENT SPONSOR REEL                     | LOGO                                       | 3                         | 3                      | 3                 | 3               | 3               | 3                    |
| HOLIDAY CARD                           | LOGO - 3,000                               | ✓                         | ✓                      | ✓                 | ✓               |                 |                      |
| DAY OF ACTION                          | LOGO                                       | ✓                         | ✓                      | ✓                 |                 |                 |                      |
| PODCAST SPONSORSHIP                    | 1 PER YEAR                                 | ✓                         | ✓                      | ✓                 |                 |                 |                      |
| CELEBRATION AND AWARDS DINNER          | TABLE OF TEN/\$850, INDIVIDUAL TICKET/\$85 | TABLE                     | TABLE                  | TABLE             | TABLE           | TABLE           | 4 INDIVIDUAL TICKETS |
| AD CELEBRATION & AWARDS DINNER PROGRAM | PROVIDED BY SPONSOR                        | ✓ FULL PAGE COLOR         | ✓ FULL PAGE COLOR      | ✓ FULL PAGE COLOR | ✓ FULL PAGE B&W | ✓ HALF PAGE B&W |                      |
| CELEBRATION & AWARDS DINNER PROGRAM    | LOGO                                       | ✓                         | ✓                      | ✓                 | ✓               | ✓               | ✓                    |
| CUSTOMIZED VOLUNTEER OPPORTUNITY       | 1 PER YEAR                                 | ✓                         | ✓                      | ✓                 | ✓               | ✓               |                      |
| SPECIAL SOCIAL MEDIA MENTION           | 5,000 FOLLOWERS                            | ✓                         | ✓                      | ✓                 | ✓               |                 |                      |
| MULTIMEDIA INTERVIEW                   |                                            | ✓                         |                        |                   |                 |                 |                      |