



Our corporate sponsors support United Way's special events, campaign materials, and marketing programs, eliminating multiple sponsorship requests. In return, our sponsors' 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

### 2025 - 2026 SPONSORS

Platinum Premier



Platinum Plus



Platinum



Platinum Marketing



Platinum Media



Gold

Carmody Torrance Sandak & Hennessey LLP

Carpin Manufacturing

Powerstation Events

Trinity Health Of New England/Saint Mary's Hospital

Silver

Albert Bros., Inc.

Eversource Energy

Torrco

Bronze

AMETEK - Haydon Kerk Pittman

Hubbard-Hall Inc.

Largay Travel, Inc.

Secor, Cassidy P.C.

Shaker Automotive Group

Waterbury CT Federal Teachers Credit Union



UNITED WAY

Greater Waterbury

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



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

# CORPORATE SPONSORSHIP

A MARKETING COLLABORATION



2026 - 2027



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



UNITED WAY

Greater Waterbury





THOMASTON SAVINGS BANK



WORX

# CORPORATE SPONSORSHIP PACKAGES

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 - 10,200 SUBSCRIBERS	✓ LOGO	✓ LOGO	✓ LOGO	✓ TEXT ONLY	✓ TEXT ONLY	
WEBSITE	LOGO - 25,000 VISITORS ANNUALLY	✓	✓	✓	✓	✓	✓
PRINTED INVITATIONS	LOGO - 6,000 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	✓	✓	✓	✓		
PODCAST SPONSORSHIP	1 PER YEAR	✓	✓	✓			
CELEBRATION AND AWARDS DINNER	TABLE OF TEN/\$1,000, INDIVIDUAL TICKET/\$100	TABLE 10	TABLE 10	TABLE 10	TABLE 8	TABLE 8	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 EMPLOYEE ENGAGEMENT OPPORTUNITY*	1 PER YEAR	✓	✓	✓	✓	✓	
SPECIAL SOCIAL MEDIA MENTION	6,000 FOLLOWERS	6	4	4	2		
MULTIMEDIA INTERVIEW		✓					
WELCOME TOAST OPPORTUNITY AT LEADERSHIP RECEPTION OR AWARDS DINNER		✓					

\* ALICE Simulator, Agency Impact Tour, Lunch & Learn, Volunteer Activity

# COMMITMENT FORM

**YES!** Our company commits to be a 2026-2027 Corporate Sponsor.

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

The 2026-2027 sponsorship period runs August 1, 2026 through July 31, 2027.

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 Manager  
 (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

Additional corporate, affinity group, and special event opportunities are available to expand your marketing reach and support our mission.

