WHY PARTNER WITH UNITED WAY?

United Way of Greater Waterbury was recognized with Charity Navigator’s highest rating for the third consecutive year for demonstrating strong financial health and commitment to accountability and transparency. Only 25% of the charities evaluated received at least three consecutive four-star evaluations, indicating that United Way of Greater Waterbury outperforms most other charities in America.

“Our partnership with United Way of Greater Waterbury has allowed us to strengthen our organization’s philanthropic profile and effectively expand our brand awareness and marketing reach.”
- William B. Pape II, Publisher, Republican-American

A recent Forbes study showed employees who believe their organizations give back to the community are “a striking 13 times more likely to look forward to coming to work, compared to employees who do not perceive their employers to be generous toward the community.”

“Research is showing that one way we can confront challenges in our future is by getting involved in the community, including volunteering to help our neighbors and our communities. For Post University, the United Way of Greater Waterbury is one of the best ways we engage in our community.”
- John L. Hopkins, CEO & President of Post University

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.

“Partnering with United Way of Greater Waterbury connects your organization to one of the most recognized brands around, doing some of the most important work in our community.”
- Grant Copeland, President / Chief Creative Officer, WORX

• 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.

JOIN THE RESPECTED CORPORATIONS ALREADY ALIGNING THEIR BRAND WITH OURS

THANK YOU TO OUR 2020-2021 SPONSORS

Platinum

WebsterBank
Platinum Media Sponsor

RepublicanAmerican
Platinum Marketing Partner

WORX
Gold
Ion Bank
Powerstation Events
Savings Bank of Danbury
Thomaston Savings Bank

Silver
BantamWesson
Eversource
Trinity Health/Saint Mary's Hospital

Bronze
Albert Bros., Inc.
AMETEK
Carmody, Torrance, Sandak & Hennessey LLP
Shaker Automotive Group
Torco
Waterbury Hospital
Waterbury CT Teachers Federal Credit Union

CORPORATE SPONSORSHIP
A Marketing Collaboration

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

“A hand-up vs. a hand-out…not just words but a fundamental concept that strengthens the community. We are proud to support programs and organizations associated with the United Way of Greater Waterbury. The United Way has been a beacon in our community for over 75 years and has lead the way in addressing hand-ups for those in need.”
- Frank J. Monteiro, President & CEO, Drew Marine

“Webster Bank relies on our United Way partners to address the critical needs in our communities. As the pandemic moved through our communities, United Way continued to build partnerships to find ways to best respond to the immediate needs of those most at risk. With a four-star rating from Charity Navigator, and a strong team in place to champion the work, we remain in good hands.”
- Kathryn Luria, Director of Philanthropy, Webster Bank

2021-2022

www.unitedwaygw.org
## COMMITMENT FORM

**YES!** Our company commits to be a 2021-2022 Corporate Sponsor.

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

The 2021-2022 sponsorship period runs: Aug. 1, 2021 through July 30, 2022

**Company:**

**Contact Name:**

**Signature:**

**Email:**

**Phone:**

**Fax:**

**Billing Preference:**

- [ ] One-time
- [ ] Quarterly
- [ ] Monthly

Please provide a printable company logo in PDF (make sure fonts are embedded), JPEG or TIFF format no later than July 20, 2021.

**Contact:**

Meghan Morin, Chief Development Officer  
(203) 757-9855, Ext. 17  •  mmorin@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

### CORPORATE SPONSORSHIP PACKAGES

<table>
<thead>
<tr>
<th>RECOGNITION</th>
<th>QUANTITY</th>
<th>PLATINUM $15,000</th>
<th>GOLD $7,500</th>
<th>SILVER $5,000</th>
<th>BRONZE $2,500</th>
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<tbody>
<tr>
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<td>✓ LOGO ✓ TEXT ✓ TEXT ✓ TEXT</td>
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<td>Corporate Sponsorship Brochure</td>
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<td>Category Exclusivity</td>
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<tr>
<td>Campaign Promotional Product</td>
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<tr>
<td>Annual Report Print &amp; Digital</td>
<td>LOGO - 2000 ✓ ✓ ✓ ✓ ✓</td>
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<tr>
<td>Newsletter</td>
<td>LOGO - 5,800 Subscribers ✓ LOGO ✓ TEXT ONLY ✓ TEXT ONLY</td>
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<tr>
<td>Website</td>
<td>LOGO - 25,000 Visitors Annually ✓ ✓ ✓ ✓</td>
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<td>Printed Invitations</td>
<td>LOGO - 10,000 Annually ✓</td>
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<tr>
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<td>Event Sponsor Reel</td>
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<tr>
<td>Holiday Card</td>
<td>LOGO - 3,000 ✓ ✓</td>
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<tr>
<td>Toquevile Reception - 2 Sponsor Tickets</td>
<td>$400 Value ✓</td>
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<tr>
<td>Day of Action</td>
<td>LOGO - 200 ✓</td>
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<tr>
<td>Podcast Sponsorship</td>
<td>1 Per Year ✓</td>
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<tr>
<td>Celebration and Awards Dinner</td>
<td>Table of Ten/$750, Individual Ticket/$75 ✓ Full Page Color ✓ Full Page B&amp;W ✓ Half Page B&amp;W ✓ 4 Ind. Tickets</td>
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<tr>
<td>Celebration and Awards Dinner Program</td>
<td>Provided by Sponsor - 500 ✓</td>
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<tr>
<td>Customized Volunteer Opportunity</td>
<td>1 Per Year ✓ ✓ ✓ ✓</td>
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<tr>
<td>Special Social Media Mention</td>
<td>5,000 Followers ✓ ✓</td>
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</tbody>
</table>

**Platinum Premier Level Now Available. Contact Us for Details**

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**Corporation Sponsorship Brochure Brochure**

- **Corporate Sponsorship Brochure**
- **Campaign Promotion Product**
- **Annual Report Print & Digital**
- **E-Newsletter**
- **Website**
- **Printed Invitations**
- **Event Sponsorship Sign (5 Per Year)**
- **Event Sponsor Reel**
- **Holiday Card**
- **Toquevile Reception - 2 Sponsor Tickets**
- **Day of Action**
- **Podcast Sponsorship**
- **Celebration and Awards Dinner**
- **Celebration and Awards Dinner Program**
- **Customized Volunteer Opportunity**
- **Special Social Media Mention**

Please mail or fax this form to: United Way of Greater Waterbury  
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**CUSTOM CORPORATE SPONSOR PACKAGES**

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