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.

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

- **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 2019-2020 SPONSORS

**Platinum**

- Webster Media Sponsor
- RepublicanAmerican

**Gold**

- Powerstation Events
- Savings Bank of Danbury
- Thomaston Savings Bank

**Silver**

- BantamWesson
- Eversource
- Torco
- Trinity Health/Saint Mary’s Hospital

**Bronze**

- Albert Bros., Inc.
- AMETEK
- Carmody, Torrance, Sandak & Hennessey LLP
- Case Snow Management, Inc.
- Health Complex
- Ion Bank
- Largay Travel, Inc.
- Secor, Cassidy & McPartland, P.C.
- Shaker Automotive Group
- UniMetal
- Waterbury Hospital
- Waterbury CT Teachers Federal Credit Union

WHY PARTNER WITH UNITED WAY?

United Way of Greater Waterbury was recognized with Charity Navigator’s highest rating for the second consecutive year for demonstrating strong financial health and commitment to accountability and transparency. Only 31% of the charities evaluated received at least two consecutive four-star evaluations, indicating that United Way of Greater Waterbury outperforms most other charities in America.

“Our partnership with the 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 2018 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.”

The Chronicle of Philanthropy has ranked United Way #1 on its 2019 list of America’s Favorite Charities.

“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

Webster Bank relies on our United Way partners to address the critical needs in our communities now more than ever. With a four-star rating from Charity Navigator, based on United Way of Greater Waterbury’s financial health, accountability and transparency, we remain in good hands.”

- Kathryn Luria, Director of Philanthropy, Webster Bank

“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 UW 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
COMMITMENT FORM
YES! Our company commits to be a 2020-2021 Corporate Sponsor: (please check one)
- Platinum  $15,000
- Gold  $7,500
- Silver  $5,000
- Bronze  $2,500

The 2020-2021 sponsorship period runs Aug. 1, 2020 through July 30, 2021

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 13, 2020.

Contact:
Stacy LaCapra, Director of Philanthropy Corporate
(203) 757-9855, Ext. 14  •  Cell: (203) 232-5404
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 are available to meet your marketing needs in support of our mission.

UNITED WAY RESERVES THE RIGHT SUBSTITUTE BENEFITS SHOULD EVENTS BE MODIFIED DUE TO COVID RESPONSE