



# 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, 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

### 2024 - 2025 SPONSORS

Platinum Premier



Platinum Plus  
IVES BANK



Platinum Marketing  
**WORX**  
BRANDING | DIGITAL | MARKETING

Platinum Media  
**RepublicanAmerican**

#### Gold

Carpin Manufacturing  
Powerstation Events

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

#### Silver

Eastern Connecticut Pathology  
Eversource Energy  
Torrco

#### 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



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



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

# CORPORATE SPONSORSHIP

A MARKETING COLLABORATION



2025 - 2026



POST UNIVERSITY



ION BANK



REPUBLICAN AMERICAN



IVES BANK

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 2025-2026 Corporate Sponsor.

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

The 2025-2026 sponsorship period runs August 1, 2025 through July 31, 2026.

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:**

Jenn McCulloch  
Senior Director of Resource Development  
(203) 757-9855 x117  
jmcculloch@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.



**UNITED WAY**  
Greater Waterbury