



## THE VALUE OF THE UNITED WAY BRAND

United Way is ranked #1 on Forbes 2017 list of 100 largest U.S. Charities.

The United Way brand is recognized by 85% of the general public and in 95% of U.S. workplaces.

78% of employees surveyed nationally want to work for a company that gives back and are proud of their employer's support of United Way.

United Way Public Service Announcement campaign ranks in the top 20 out of 1,000 PSA's measured.

## 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.

## BECOME A UNITED WAY CORPORATE SPONSOR

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

**INCREASE** your brand exposure and elevate your corporate identity in the community by linking your brand with United Way, one of the most recognized and respected non-profit brands in the country.

**REINFORCE** your company's reputation as a good corporate citizen to your customers, employees and residents.

**EXPERIENCE** the guaranteed reach of local marketing exposure and benefit from the positive image of supporting United Way.

**SUPPORT** year-round United Way communication activities which allow United Way to direct more donor dollars to make a greater impact in the community.

**RETURN ON YOUR INVESTMENT** as tangible impressions and measured media value far exceed the cost of sponsorship.

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

THANK YOU TO OUR 2017-2018 SPONSORS



Media Sponsor  
**RepublicanAmerican**

**Gold**  
Crystal Rock  
Powerstation Events  
Savings Bank of Danbury

**Silver**  
Eversource  
Trinity Health/Saint Mary's Hospital  
Thomaston Savings Bank  
Torrco

**Bronze**  
Bantam/Wesson  
Calcagni Realty  
Carmody, Torrance, Sandak, Hennessey  
Ion Bank  
Largay Travel  
People's United Bank  
Waterbury Hospital  
Waterbury CT Teachers Federal Credit Union



## A Marketing Collaboration

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

## CORPORATE SPONSORSHIP PROGRAM





CORPORATE SPONSORSHIP PACKAGES		PLATINUM \$15,000	GOLD \$7,500	SILVER \$5,000	BRONZE \$2,500
RECOGNITION	QUANTITY				
CORPORATE SPONSORSHIP BROCHURE PHOTO		✓			
CORPORATE SPONSORSHIP BROCHURE		✓ LOGO	✓ TEXT	✓ TEXT	✓ TEXT
CATEGORY EXCLUSIVITY		✓			
CAMPAIGN NEWSPAPER INSERT	30,000	✓ LOGO	✓ TEXT	✓ TEXT	✓ TEXT
CAMPAIGN PROMOTIONAL PRODUCT	LOGO - 750	✓			
ANNUAL REPORT	LOGO - 2000	✓	✓	✓	✓
E-NEWSLETTER	LOGO - 6,200 SUBSCRIBERS	✓ LOGO	✓ TEXT ONLY	✓ TEXT ONLY	
WEBSITE	LOGO - 24,000 VISITORS ANNUALLY	✓	✓	✓	✓
INVITATIONS	LOGO - 10,000 ANNUALLY	✓			
EVENT SIGN (5 PER YEAR)	LOGO	5	4	3	2
EVENT SPONSOR REEL	LOGO	3	3	3	3
HOLIDAY CARD	LOGO - 3,000	✓	✓		
TOCQUEVILLE RECEPTION - 2 SPONSOR TICKETS	\$400 VALUE	✓			
LEAVENWORTH RECEPTION INVITATION	LOGO - 650	✓	✓		
LEAVENWORTH RECEPTION - 4 SPONSOR TICKETS	\$400 VALUE	✓	✓		
COMMUNITY LEADERS DINNER	TABLE OF TEN/\$750, INDIVIDUAL TICKET/\$75	TABLE -----PREMIER SEATING -----	TABLE	TABLE	4 IND. TICKETS
AD COMMUNITY LEADERS DINNER PROGRAM	PROVIDED BY SPONSOR - 600	✓ FULL PAGE COLOR	✓ FULL PAGE B&W	✓ HALF PAGE B&W	
COMMUNITY LEADERS DINNER PROGRAM	LOGO - 500	✓	✓	✓	✓
EMERGING LEADERS EVENT SIGNS	2 PER YEAR	✓	✓	✓	



COMMITMENT FORM

**YES!** Our company commits to be a 2018-2019

Corporate Sponsor: *(please check one)*

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

*The 2017-2018 sponsorship period runs July 1, 2018 through June 30, 2019*

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

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

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

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

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

Billing Preference: ☐ One-time ☐ Other (specify) \_\_\_\_\_

Please provide a printable company logo in PDF *(make sure fonts are embedded)*, JPEG or TIFF format no later than July 13, 2018.

**Contact:**

Stacy LaCapra, Resource Development Officer  
(203) 757-9855, Ext. 12 • 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.

