



## 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.

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."

## 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.



- **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 ALIGNING THEIR  
BRAND WITH OURS

2021 - 2022 Sponsors

Platinum Premier



Platinum



Platinum Media

RepublicanAmerican

Platinum Marketing



Gold

Ion Bank  
Powerstation Events  
Savings Bank of Danbury  
Thomaston Savings Bank  
Saint Mary's Hospital

Silver

BantamWesson  
Eversource

Bronze

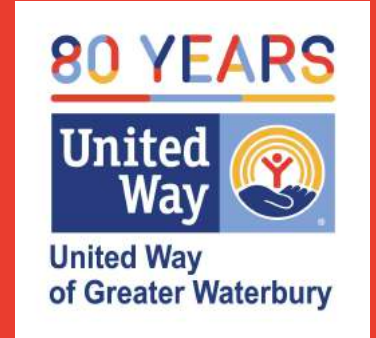
Albert Bros., Inc.  
AMETEK  
Carmody, Torrance, Sandak &  
Hennessey LLP  
Shaker Automotive Group  
Torroco  
Waterbury Hospital  
Waterbury CT Teachers Federal  
Credit Union

100 North Elm  
Street 2nd Floor  
Waterbury, CT  
06702



## CORPORATE SPONSORSHIP

A Marketing Collaboration



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



2022 - 2023

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



## CORPORATE SPONSORSHIP PACKAGES

RECOGNITION	QUANTITY	PLATINUM \$15,000	GOLD \$7,500	SILVER \$5,000	BRONZE \$2,500
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	✓			
ANNUAL REPORT PRINT & DIGITAL	LOGO - 2000	✓	✓	✓	✓
E-NEWSLETTER	LOGO - 5,800 SUBSCRIBERS	✓ LOGO	✓ TEXT ONLY	✓ TEXT ONLY	
WEBSITE	LOGO - 25,000 VISITORS ANNUALLY	✓	✓	✓	✓
PRINTED INVITATIONS	LOGO - 10,000 ANNUALLY	✓			
EVENT SPONSORSHIP 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	✓			
DAY OF ACTION	LOGO - 200	✓			
PODCAST SPONSORSHIP	1 PER YEAR	✓			
CELEBRATION AND AWARDS DINNER	TABLE OF TEN/\$750, INDIVIDUAL TICKET/\$75	TABLE -----PREMIER SEATING-----	TABLE	TABLE	4 IND. TICKETS
AD CELEBRATION AND AWARDS DINNER PROGRAM	PROVIDED BY SPONSOR - 500	✓ FULL PAGE COLOR	✓ FULL PAGE B&W	✓ HALF PAGE B&W	
CELEBRATION AND AWARDS DINNER PROGRAM	LOGO - 500	✓	✓	✓	✓
CUSTOMIZED VOLUNTEER OPPORTUNITY	1 PER YEAR	✓	✓	✓	
SPECIAL SOCIAL MEDIA MENTION	5,000 FOLLOWERS	✓	✓		

PLATINUM PREMIER LEVEL INCLUDES EVERYTHING IN PLATINUM PLUS CAMPAIGN STORY ON WEBSITE, SOCIAL MEDIA REACH REPORT, EXPOSURE AT ADDITIONAL EVENTS AND MORE.



### COMMITMENT FORM

**YES!** Our company commits to be a 2022-2023 Corporate Sponsor.

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

The 2022-2023 sponsorship period runs:

August 1, 2022 through July 31, 2023

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 25 2022.

#### Contact:

Tomeka Cole, Chief Development Officer  
(203) 757-9855, Ext. 117 [tcole@unitedwaygw.org](mailto:tcole@unitedwaygw.org)

**Please mail or email an image of this completed form to:**

United Way of Greater Waterbury  
100 North Elm Street, 2nd Floor  
Waterbury, CT 06702-1512

**CUSTOM CORPORATE SPONSOR PACKAGES**  
Custom corporate sponsorship packages are available to meet your marketing needs in support of our mission.

