

**UNITED WAY
WOMEN
UNITED®**

**POWER
of the
PURSE**

Presented by



Bank

America's Most Convenient Bank®

LEADING THE CHARGE. INSPIRING THE CHANGE.™

JOIN US JUNE 13, 2019!

CONNECTICUT CONVENTION CENTER • HARTFORD

11:00 AM *Silent Auction and Networking* | 12:00 to 1:30 PM *Luncheon and Program*



FEATURED SPEAKER

Francine Ward

*Inspiring Author, Attorney,
Motivator and Success Coach*



Power of the Purse 2019 Co-Chairs

Karen Hinds

Workplace Success Group



Patti MacRae

Aetna Foundation



United Way of Central and
Northeastern Connecticut

THE EARLIER YOU
COMMIT TO
SPONSORSHIP
THE MORE
BENEFITS
YOU WILL RECEIVE

2019 SPONSORSHIP OPPORTUNITIES AT-A-GLANCE

Sponsor Level	Investment	Speaking opportunity at event	Mentions in media outreach	Digital recognition and website	Social media recognition	Inclusion on printed event materials	Ad in program book and location	Event tickets/ Prime seats	Preferred seating for sponsor tables	Photo op with speaker	Exclusive event invites
PRESENTING	\$20,000	✓	✓	✓	✓	✓	Full page/cov	40 +3 Prime	✓	✓	✓
TITLE	\$15,000	✓	✓	✓	✓	✓	Full page/best	20 +2 Prime	✓	✓	✓
PREMIER	\$10,000		✓	✓	✓	✓	Full page/best	20	✓	✓	✓
MEDIA	\$10,000		✓	✓	✓	✓	Full page/best	20	✓	✓	✓
AUCTION	\$10,000		✓	✓	✓	✓	Full page/best	20	✓	✓	✓
TECHNOLOGY	\$7,500		✓	✓	✓	✓	Full page	10	✓	✓	✓
GOLD	\$5,250			✓	✓	✓	Full page	10			
SILVER	\$2,750			✓	✓	✓	Half page	10			
BRONZE	\$1,750					✓	Quarter page	10			

Sponsorships confirmed after May 10, 2019 may not guarantee full benefits.



PROGRAM BOOK ADVERTISING

DEADLINE: May 10, 2019

All guests receive a copy of the program book on the day of the event and it is also displayed on the United Way website for one year post-event.

Full page ad:

4.5" (w) x 7.5" (h)

Half page ad:

4.5" (w) x 3.5" (h)

Quarter page ad:

2" (w) x 3.5" (h)



PRESENTING SPONSOR

INVESTMENT: \$20,000

Number of Sponsorships: 0 – SOLD OUT

- **Exclusive opportunity!** Your name in the title of the event in all communications, promotions and marketing for all aspects of the event
- **Exclusive opportunity!** Company name recognition on stage throughout the duration of the event
- Participate in radio and/or television interviews (pending booking opportunities)
- Company logo in sponsor listing in program book, in event presentation, on event signage, on mobile bidding technology, in event staging and on signs at your sponsored tables
- Two complimentary memberships to Women United
- Social media recognition
- Preferred seating for sponsor tables
- 3 prime seats
- Photo op with event speaker
- Invitations to exclusive events (pending availability)

TITLE SPONSOR

INVESTMENT: \$15,000

Number of Sponsorships: 1

- Participate in radio and/or television interviews (pending booking opportunities)
- Company logo in sponsor listing in program book, in event presentation, on event signage, on mobile bidding technology, in event staging and on signs at your sponsored tables
- Two complimentary memberships to Women United
- Social media recognition
- Preferred seating for sponsor tables
- 2 prime seats
- Photo op with event speaker
- Invitations to exclusive events (pending availability)

PREMIER SPONSOR

INVESTMENT: \$10,000

Number of Sponsorships: Unlimited

- Company logo in sponsor listing in program book, in event presentation, on event signage, on mobile bidding technology, in event staging and on signs at your sponsored tables
- Two complimentary memberships to Women United
- Social media recognition
- Preferred seating for sponsor tables
- Photo op with event speaker
- Invitations to exclusive events (pending availability)

MEDIA SPONSOR

INVESTMENT: \$10,000

Number of Sponsorships: 0 – SOLD OUT

- Company logo in sponsor listing in program book, in event presentation, on event signage, on mobile bidding technology, in event staging and on signs at your sponsored tables
- Sponsor agrees to promote *Power of the Purse* via PSAs in the Greater Hartford market
- Social media recognition
- Preferred seating for sponsor tables
- Photo op with event speaker
- Invitations to exclusive events (pending availability)

AUCTION SPONSOR

INVESTMENT: \$10,000

Number of Sponsorships: 1

- Company logo in sponsor listing in program book, in event presentation, on event signage, on mobile bidding technology, in event staging and on signs at your sponsored tables
- Social media recognition
- Preferred seating for sponsor tables
- Photo op with event speaker
- Invitations to exclusive events (pending availability)
- Branded auction check out table
- Company logo on all auction tables and auction item tickets

TECHNOLOGY SPONSOR

INVESTMENT: \$7,500

Number of Sponsorships: 0 – SOLD OUT

- **Exclusive opportunity!** Sashes for 10 bidding concierges to wear while assisting guests during the auction and mobile giving during event
- Company name in sponsor listing in program book, in event presentation, on event signage, on mobile bidding technology and on signs at your sponsored tables
- Social media recognition
- Preferred seating for sponsor tables
- Photo op with event speaker
- Invitations to exclusive events (pending availability)

GOLD SPONSOR

INVESTMENT: \$5,250

Number of Sponsorships: Unlimited

- Company name in sponsor listing in program book, in event presentation, on event signage, on mobile bidding technology and on signs at your sponsored tables
- Social media recognition

SILVER SPONSOR

INVESTMENT: \$2,750

Number of Sponsorships: Unlimited

- Company name in sponsor listing in program book, in event presentation and on signs at your sponsored tables
- Social media recognition

BRONZE SPONSOR

INVESTMENT: \$1,750

Number of Sponsorships: Unlimited

- Company name in sponsor listing in program book, in event presentation and on signs at your sponsored tables

For sponsorship questions please email apean@unitedwayinc.org or call Ann Pean at 860.493.6828.



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WHY SPONSOR?

- **Networking opportunities** with 1,300 movers and shakers in the Greater Hartford area
- **Showcase your organization** as a forward-thinking supporter of hard-working women and families
- **Align your brand** with United Way Women United, a global network of more than 70,000 women dedicated to creating a world of opportunity for everyone

WHY WOMEN UNITED?

- **Proceeds from the event support programs** and collaborations that help families get on the pathway to a financially secure future; connecting individuals with skills and training for jobs in our region as well as providing the financial services and supports to achieve their goals
- **4 out of 10 households in our region struggle** to make ends meet and in Hartford, it is nearly 3 out of 4 households
- **Dollars raised by United Way Women United make a measurable difference** in the lives of women and families in our community

For sponsorship questions please email apean@unitedwayinc.org or call Ann Pean at 860.493.6828.



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