

**THIS UNIQUE OPPORTUNITY IS FOR YOU IF YOU ARE AN ORGANIZATION COMMITTED TO:**

- **Attracting** and **retaining** top talent
- **Developing** and **engaging** your future leaders
- **Elevating your brand** by taking a proactive position on innovation and leadership
- **Advancing** your corporate social responsibility goals
- **Gaining insights** from this region's young professionals

[unitedwayinc.org/elscasecomp](http://unitedwayinc.org/elscasecomp)



Our current environment is one that is more global and connected than ever before. Companies are faced with critical questions that affect their business culture and ultimate success – how do we attract and retain top talent, keep our employees engaged and connected, advance corporate social responsibility goals, while also growing revenue and elevating our brand?

Similarly, the United Way network is evolving and transforming to address peoples' need to be connected to their community and the causes they care about.



## SPONSORSHIP LEVELS AND BENEFITS

**Presenting, Technology, Implementation and Food and Beverage Sponsors can all look forward to the following benefits:**

- One team of five emerging leaders
- Digital recognition with company branding including email, web and social media before, during and after the Case Competition
- Company logo on all signage and event materials
- Company recognition from the stage throughout the duration of the event



# KEY DATES

**2019 COMPETITION:**  
September 3 – October 15

**ROUND 1 PRESENTATION EVENT:**  
**Tuesday, October 1**  
5:30 p.m.  
Spaces, Blue Back Square, West Hartford

**CULMINATION EVENT:**  
**Tuesday, October 15**  
6:00 p.m.  
Hartford Yard Goats  
Dunkin' Donuts Park

The **ELS CASE COMPETITION** is a six-week experience in which teams develop as leaders and apply their talents. Teams will be paired with executive mentors to create and present innovative solutions for the challenges that come with an ever-changing environment. Teams compete before a panel of judges with the winning idea being tested in our region.



## SPONSORSHIP LEVELS AND BENEFITS

### PRESENTING SPONSOR

**INVESTMENT: \$10,000**

**Available: 1**

- Includes up to **two** teams of five emerging leaders
- Company name in the title of the competition in all aspects of communication, promotion and marketing
- Speaking opportunity at Case Competition events
- Participate in radio and/or television interviews (pending booking opportunities)

### TECHNOLOGY SPONSOR

**INVESTMENT: \$7,500**

**Available: 1**

- Recognition in participant videos

### IMPLEMENTATION SPONSOR

**INVESTMENT: \$5,000**

**Unlimited**

- Co-branding on "The Winning Idea"

### FOOD AND BEVERAGE SPONSOR

**INVESTMENT: \$5,000**

**Available: 1**

- Brand inclusion at event refreshment tables

# SPONSORSHIP CONFIRMATION FORM

## 2019 ELS CASE COMPETITION

### Sponsorship Levels

Deadline: Sept. 1

Sponsorship confirmation received after Sept. 1 may not guarantee full benefits.

- Presenting Sponsor: \$10,000
- Technology Sponsor: \$7,500
- Implementation Sponsor: \$5,000
- Food & Beverage Sponsor: \$5,000
- Register a Team: \$2,500
- Register a Nonprofit Team: \$500

### Method of Payment

- Payment is enclosed. (Please make checks payable to United Way – Note: ELS Case Competition)
- Please bill me at the address below.
- Credit Card: VISA MC AMEX DISCOVER (Please circle one.)

Credit Card Number

Exp. Date

CCV

Name as it appears on Credit Card

Phone Number

Signature (REQUIRED)

Date

### Organization Information

(As it will appear in printed materials)

Name

Address

Phone Number

Email

Please submit this confirmation form and your company logo in JPG or PNG format to:  
Rebekah Castagno, United Way,  
30 Laurel Street, Hartford, CT 06106  
Email: [rcastagno@unitedwayinc.org](mailto:rcastagno@unitedwayinc.org)  
Phone: 860-493-6833





# ELS CASE COMPETITION



## TESTIMONIALS



**“Thank you so much for coordinating this incredible month-long case competition. We greatly appreciated the opportunity to learn more about the Hartford community and the work United Way is doing. Hopefully... we can play a part in United Way’s work!”**

– 2017 AETNA TEAM MEMBER



**“What a great event! Such stimulating and thought-provoking ideas. Thanks for the opportunity to participate. Sign me up any time.”**

– ADRIENNE W. COCHRANE, CEO, YWCA HARTFORD REGION,  
2017 TEAM MENTOR

For more information about the ELS Case Competition, please email Rebekah Castagno at [rcastagno@unitedwayinc.org](mailto:rcastagno@unitedwayinc.org) or call 860-493-6833.



United Way of Central and  
Northeastern Connecticut