

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 11, 2020, VIRTUALLY!

Virtual Auction: May 11 - June 11 | Virtual Program: 12:00pm - 1:30pm



FEATURED SPEAKER

**Deborah
Rosado Shaw**

*Global Expert in
Women's Leadership,
Diversity and
Performance*



POWER OF THE PURSE 2020 CO-CHAIRS

Rachel George
*Director of Agile
Transformation,
Travelers*



Tisa Rabun-Marshall
*Assistant Vice President,
Digital Marketing Operations,
Nassau Re*

United
Way



United Way of Central and
Northeastern Connecticut

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

2020 SPONSORSHIP OPPORTUNITIES AT-A-GLANCE

Sponsor Level	Investment	Speaking opportunity at event	Mentions in media outreach	Social media recognition	Inclusion in digital media event materials	Ad in program book and location	Event Tickets	Digital Sponsor Profiles	Exclusive virtual event with keynote	Exclusive event invites
PRESENTING	\$20,000	✓	✓	✓	✓	Full page/cover	unlimited	✓	✓	✓
TITLE	\$15,000	✓	✓	✓	✓	Full page/best	unlimited	✓	✓	✓
WELCOME & RECEPTION	\$15,000	✓	✓	✓	✓	Full page	unlimited	✓	✓	✓
COMMUNICATIONS	\$12,500		✓	✓	✓	Full page/best	unlimited	✓	✓	✓
PREMIER	\$10,000			✓	✓	Full page/best	unlimited	✓	✓	✓
MEDIA	\$10,000			✓	✓	Full page/best	unlimited	✓	✓	✓
AUCTION	\$10,000			✓	✓	Full page/best	unlimited	✓		✓
ENTERTAINMENT	\$6,000			✓	✓	Full page	unlimited			✓
GOLD	\$5,250			✓	✓	Full page	unlimited			
SILVER	\$2,750			✓	✓	Half page	unlimited			
BRONZE	\$1,750			✓	✓	Quarter page	unlimited			

Why Your Sponsorship Matters:

COVID-19 has affected us all. As your local United Way, we have been working with community partners to respond to the consequences that the ongoing pandemic is having on members of our community, particularly those already walking a financial tightrope.

The funds raised through *Power of the Purse* are critical and will be needed as households recover from COVID-19.

We expect that ALICE households, already struggling to make ends meet will now face even more severe challenges such as food insecurity and an inability to pay rent, mortgage and utility bills as a result of severely reduced or lost paychecks. Dollars raised at *Power of the Purse* support critical programs, services and initiatives that help ensure that people's basic needs are met while also helping them work towards financial stability. We know that while this year's event might look different, the need is increasingly urgent as more families are struggling and recovery will require long-term solutions, like those offered by our partners.

COMMUNICATIONS SPONSOR

- **Exclusive Opportunity!**
- High performing digital ads
- Social media recognition
- Ads on social media
- Inclusion in digital events materials

INVESTMENT: \$12,500

- Inclusion in full page *Hartford Courant Ad*
- Inclusion in a billboard ad
- Full page ad in digital program book
- Digital sponsor profiles
- Company logo in sponsor listing

Number of Sponsorships: 1

- Unlimited virtual tickets
- Exclusive virtual event with keynote speaker prior to event
- Exclusive invites for a Fall event
- Sponsored end of event feedback survey

PREMIER SPONSOR

- Social media recognition
- Ads on social media
- Inclusion in digital events materials
- Inclusion in full page *Hartford Courant Ad*
- Inclusion in a billboard ad

INVESTMENT: \$10,000

- Full page ad in digital program book
- Digital sponsor profiles
- Company logo in sponsor listing
- Unlimited virtual tickets

Number of Sponsorships: Unlimited

- Exclusive virtual event with keynote speaker prior to event
- Exclusive invites for a Fall event
- Sponsored end of event feedback survey

MEDIA SPONSOR

- **Exclusive Opportunity!**
- Social media recognition
- Ads on social media
- Inclusion in digital events materials
- Inclusion in full page *Hartford Courant Ad*

INVESTMENT: \$10,000

- Inclusion in a billboard ad
- Full page ad in digital program book
- Digital sponsor profiles
- Company logo in sponsor listing
- Unlimited virtual tickets

Number of Sponsorships: 1

- Exclusive virtual event with keynote speaker prior to event
- Exclusive invites for a Fall event
- Sponsored end of event feedback survey

AUCTION SPONSOR

- **Exclusive Opportunity!**
- Social media recognition
- Ads on social media
- Inclusion in digital events materials
- Inclusion in full page *Hartford Courant Ad*
- Inclusion in a billboard ad

INVESTMENT: \$10,000

- Full page ad in digital program book
- Digital sponsor profiles
- Company logo in sponsor listing
- Unlimited virtual tickets
- Exclusive virtual event with keynote speaker prior to event

Number of Sponsorships: 1

- Exclusive invites for a Fall event
- Sponsored end of event feedback survey
- Brand mark on auction page through One Cause
- Brand mark on each auction item through One Cause

ENTERTAINMENT SPONSOR

- **Exclusive Opportunity!**
- Social media recognition
- Ads on social media
- Inclusion in digital events materials
- Inclusion in full page *Hartford Courant Ad*
- Inclusion in a billboard ad

INVESTMENT: \$6,000

- Full page ad in digital program book
- Company name in sponsor listing
- Unlimited virtual tickets
- Exclusive virtual event with keynote speaker prior to event

Number of Sponsorships: 1

- Exclusive invites for a Fall event
- Sponsored end of event feedback survey
- Brand recognition in video for closing entertainment

GOLD SPONSOR

INVESTMENT: \$5,250

Number of Sponsorships: Unlimited

- Social media recognition
- Ads on social media
- Inclusion in digital events materials
- Inclusion in full page ad in the *Hartford Courant*
- Ad in digital program book (full page)
- Company name in sponsor listing
- Unlimited virtual tickets
- Sponsored end of event feedback survey

SILVER SPONSOR

INVESTMENT: \$2,750

Number of Sponsorships: Unlimited

- Social media recognition
- Inclusion in digital events materials
- Inclusion in full page ad in the *Hartford Courant*
- Ad in digital program book (half page)
- Company name in sponsor listing
- Unlimited virtual tickets
- Sponsored end of event feedback survey

BRONZE SPONSOR

INVESTMENT: \$1,750

Number of Sponsorships: Unlimited

- Social media recognition
- Inclusion in digital events materials
- Inclusion in full page ad in the *Hartford Courant*
- Ad in digital program book (quarter page)
- Company name in sponsor listing
- Unlimited virtual tickets
- Sponsored end of event feedback survey

Sponsorships confirmed after May 8, 2020 may not guarantee full benefits.

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



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WHY SPONSOR?

- **Showcase your organization** as a forward-thinking supporter of hard-working women and families struggling now more than ever to be financially secure with loss of resources due to COVID-19
- **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
- **Reach and recognition** for your company in over 124,000 event social media impressions

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. 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



PROGRAM BOOK AD SPECIFICATIONS

DEADLINE: May 8, 2020

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)



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