

Join us for our 10th Anniversary

June 17, 2021 |

Networking: 11:30 a.m.
Main Event: 12:00 p.m.

Featuring Keynote Speaker:

LUCINDA CROSS

President of Activate Worldwide



BROUGHT TO YOU VIRTUALLY!

**UNITED WAY
WOMEN
UNITED®**

**POWER
of the
PURSE**

presented by:



Key4Women®
Advocate | Connect | Empower

**LEADING THE CHARGE.
INSPIRING THE CHANGE.**

POWER OF THE PURSE 2021 CO-CHAIRS



Julie DeLucca-Collins

Founder, CEO and Podcast Host,
Go Confidently Services



Isabela Danielson

Associate Director, Military
Engine Contracts Centers of
Excellence, Pratt & Whitney



**United Way of Central and
Northeastern Connecticut**

WHY YOUR SPONSORSHIP MATTERS

By Uniting together, we can go beyond creating a “new normal” and create a better normal” for all of us. When COVID-19 first struck, United Way was able to provide immediate, emergency assistance to nearly 15,000 people thanks to the support of generous donors, businesses and philanthropic partners like you.

As we continue to navigate the effects of COVID-19, our United Way is focused on continuing to address immediate needs while also focusing on long term recovery. For 10 years, proceeds from Women United’s Power of the Purse have helped women and families achieve financial stability. Today, as more people are walking a financial tightrope due to job reduction and loss, your support is more important than ever. By participating in this year’s special anniversary event, you are ensuring that people receive job training, financial education and savings opportunities.

Thank you for joining United Way to address immediate needs and find long-term solutions for our community as we recover from the effects of the pandemic.

SOLD!

10th ANNIVERSARY PRESENTING SPONSOR

INVESTMENT: \$20,000

EXCLUSIVE OPPORTUNITY!

- **Exclusive Opportunity!** 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 or on screen throughout the duration of the event
- Speaking opportunity in event program
- Mentions in media outreach
- Digital sponsor spotlight
- Mention by CEO on Community Connections radio show
- Participate in radio and/or television interviews (pending booking opportunities)
- Boosted social media recognition
- Inclusion on all digital and printed event material
- Full page ad in digital 10th Anniversary Celebration Catalog (cover ad)
- Company profile highlighting event support featured in digital 10th Anniversary Celebration Catalog
- Company logo in sponsor listing in program book, in event presentation, on event signage, in event staging
- Option to provide branded promotional item in 10th Anniversary Celebration Bag and content featured in digital 10th Anniversary Celebration Catalog
- Two complimentary Philanthropist Level memberships to Women United (\$1,000 value)
- 45 virtual event tickets and 10 Anniversary Celebration Bags
- Invitation to pre-event experience with keynote speaker

SOLD!

KEYNOTE SPONSOR

INVESTMENT: \$15,000

EXCLUSIVE OPPORTUNITY!

- **Exclusive Opportunity!** Company name recognition in event program introducing the keynote speaker
- **Exclusive Opportunity!** Unlimited tickets to a pre-event experience with the keynote speaker for your company’s employees
- Speaking opportunity in event program
- Mentions in media outreach
- Digital sponsor spotlight
- Mention by CEO on Community Connections monthly radio show
- Participate in radio and/or television interviews (pending booking opportunities)
- Boosted social media recognition
- Inclusion on digital and printed event material
- Full page ad in digital 10th Anniversary Celebration Catalog (best ad)
- Company profile highlighting event support featured in digital 10th Anniversary Celebration Catalog
- Company logo in sponsor listing in program book, in event presentation, on event signage
- Option to provide branded promotional item in 10th Anniversary Celebration Bag and content featured in digital 10th Anniversary Celebration Catalog
- Two complimentary Philanthropist Level memberships to Women United (\$1,000 value)
- 35 virtual event tickets and 7 Anniversary Celebration Bags
- Exclusive tickets to a pre-event experience with the keynote speaker

For sponsorship questions please email sliedlich@unitedway.org or call Steven Liedlich at 425.876.1633



United Way of Central and
Northeastern Connecticut

WELCOME SPONSOR

INVESTMENT: \$15,000

EXCLUSIVE OPPORTUNITY!

- **Exclusive Opportunity!** Company name recognition on pre-event networking sessions
- **Exclusive Opportunity!** Company name recognition on virtual book discussion pre-event and in *The Big Ask* book sent to participating guests
- Speaking opportunity in event program
- Mentions in media outreach
- Digital sponsor spotlight
- Mention by CEO on Community Connections monthly radio show
- Participate in radio and/or television interviews (pending booking opportunities)
- Boosted social media recognition
- Inclusion on digital and printed event material
- Full page ad in digital 10th Anniversary Celebration Catalog (best ad)
- Company profile highlighting event support featured in digital 10th Anniversary Celebration Catalog
- Company logo in sponsor listing in program book, in event presentation, on event signage
- Option to provide branded promotional item in 10th Anniversary Celebration Bag and content featured in digital 10th Anniversary Celebration Catalog
- Two complimentary Philanthropist Level memberships to Women United (\$1,000 value)
- 35 virtual event tickets and 7 Anniversary Celebration Bags

COMMUNICATIONS SPONSOR

INVESTMENT: \$12,500

EXCLUSIVE OPPORTUNITY!

- **Exclusive Opportunity!** Company name recognition on all communications and technology
- Mentions in media outreach
- Digital sponsor spotlight
- Mention by CEO on Community Connections monthly radio show
- Boosted Social media recognition
- Inclusion on digital and printed event material
- Full page ad in digital 10th Anniversary Celebration Catalog (best ad)
- Company profile highlighting event support featured in digital 10th Anniversary Celebration Catalog
- Company logo in sponsor listing in program book, in event presentation, on event signage
- Option to provide branded promotional item in 10th Anniversary Celebration Bag and content featured in digital 10th Anniversary Celebration Catalog
- Two complimentary Advocate Level memberships to Women United (\$500 value)
- 25 virtual event tickets and 5 Anniversary Celebration Bags

SOLD!

AUCTION SPONSOR

INVESTMENT: \$10,000

EXCLUSIVE OPPORTUNITY!

- **Exclusive Opportunity!** Company name recognition on auction site
- **Exclusive Opportunity!** Company logo included with each auction item at pickup
- Mentions in media outreach
- Digital sponsor spotlight
- Mention by CEO on Community Connections monthly radio show
- Social media recognition
- Inclusion on digital and printed event material
- Full page ad in digital 10th Anniversary Celebration Catalog (best ad)
- Company profile highlighting event support featured in digital 10th Anniversary Celebration Catalog
- Company logo in sponsor listing in program book, in event presentation, on event signage
- Option to provide branded promotional item in 10th Anniversary Celebration Bag and content featured in digital 10th Anniversary Celebration Catalog
- Two complimentary Advocate Level memberships to Women United (\$500 value)
- 20 virtual event tickets and 4 Anniversary Celebration Bags

PREMIER SPONSOR

INVESTMENT: \$10,000

UNLIMITED OPPORTUNITIES

- Company logo featured on commemorative item in Anniversary Celebration Bag*
- Mentions in media outreach
- Digital sponsor spotlight
- Mention by CEO on Community Connections monthly podcast
- Social media recognition
- Inclusion on digital and printed event material
- Full page ad in digital 10th Anniversary Celebration Catalog (best ad)
- Company profile highlighting event support featured in digital 10th Anniversary Celebration Catalog
- Company logo in sponsor listing in program book, in event presentation, on event signage
- Option to provide branded promotional item in 10th Anniversary Celebration Bag and content featured in digital 10th Anniversary Celebration Catalog
- Two complimentary Advocate Level memberships to Women United (\$500 value)
- 20 virtual event tickets and 5 Anniversary Celebration Bags

*Commitment required by May 1, 2021

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United Way of Central and Northeastern Connecticut

ENTERTAINMENT SPONSOR

INVESTMENT: \$7,500

EXCLUSIVE OPPORTUNITY!

- **Exclusive Opportunity!** Company name recognition for live musical entertainment
- Mentions in media outreach
- Digital sponsor spotlight
- Mention by CEO on Community Connections monthly radio show
- Social media recognition
- Inclusion on digital and printed event material
- Full page ad in digital 10th Anniversary Celebration Catalog (best ad)
- Company profile highlighting event support featured in digital 10th Anniversary Celebration Catalog
- Company logo in sponsor listing in program book, in event presentation, on event signage
- Option to provide branded promotional item in 10th Anniversary Celebration Bag and content featured in digital 10th Anniversary Celebration Catalog
- 15 virtual event tickets and 3 Anniversary Celebration Bags

PLATINUM SPONSOR

INVESTMENT: \$6,000

UNLIMITED OPPORTUNITIES

- Mentions in media outreach
- Digital sponsor spotlight
- Mention by CEO on Community Connections monthly radio show
- Social media recognition
- Inclusion on digital and printed event material
- Full page ad in digital 10th Anniversary Celebration Catalog (best ad)
- Company profile highlighting event support featured in digital 10th Anniversary Celebration Catalog
- Company logo in sponsor listing in program book, in event presentation, on event signage
- Company logo included with each auction item on POP22 save the date card
- Option to provide branded promotional item in 10th Anniversary Celebration Bag and content featured in digital 10th Anniversary Celebration Catalog
- 10 virtual event tickets and 2 Anniversary Celebration Bags

GOLD SPONSOR

INVESTMENT: \$5,250 | EARLY BIRD: \$5,000

UNLIMITED OPPORTUNITIES

- Social media recognition
- Inclusion on digital and printed event material
- Full page ad in digital 10th Anniversary Celebration Catalog
- Company logo in sponsor listing in program book, in event presentation, on event signage
- Option to provide branded promotional item in swag bags and digital content in virtual swag bag
- 10 virtual event tickets and 1 Anniversary Celebration Bag

SILVER SPONSOR

INVESTMENT: \$2,750 | EARLY BIRD: \$2,500

UNLIMITED OPPORTUNITIES

- Social media recognition
- Inclusion on digital and printed event material
- Half page ad in digital 10th Anniversary Celebration Catalog
- Company logo in sponsor listing in program book, in event presentation, on event signage
- Option to provide branded promotional item in swag bags and digital content in virtual swag bag
- 10 virtual event tickets

BRONZE SPONSOR

INVESTMENT: \$1,750 | EARLY BIRD: 1,500

UNLIMITED OPPORTUNITIES

- Social media recognition
- Inclusion on digital and printed event material
- Quarter page ad in digital 10th Anniversary Celebration Catalog
- Company logo in sponsor listing in program book, in event presentation, on event signage
- Option to provide branded promotional item in swag bags and digital content in virtual swag bag
- 10 virtual event tickets

PROGRAM AD SPECIFICATIONS

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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2021 SPONSORSHIP OPPORTUNITIES AT-A-GLANCE

	PRESENTING	KEYNOTE	WELCOME	COMMUNICATIONS	AUCTION	PREMIER	PLATINUM	ENTERTAINMENT	GOLD	SILVER	BRONZE
Investment	\$20,000	\$15,000	\$15,000	\$12,500	\$10,000	\$10,000	\$7,500	\$6,000	\$5,250	\$2,750	\$1,750
Pre-event experience with keynote speaker	✓	✓									
Speaking opportunity	✓	✓	✓								
Participate in media interviews	✓	✓	✓								
Two Women United memberships at level:	Philanthropist	Philanthropist	Philanthropist	Advocate	Advocate	Advocate					
Company profile feature	✓	✓	✓	✓	✓	✓	✓	✓			
Digital sponsor spotlight	✓	✓	✓	✓	✓	✓	✓	✓			
Mention on radio show	✓	✓	✓	✓	✓	✓	✓	✓			
Social media recognition	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Company Logo/Listing in 10th Anniversary Celebration Catalog	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Inclusion on print and digital material	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Branded promo item in swag bag	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Ad in digital 10 th Anniversary Celebration Catalog	Full Page	Full Page	Full Page	Full Page	Full Page	Full Page	Full Page	Full Page	Full Page	Half Page	Quarter Page
Virtual Event Tickets	45	35	35	25	20	20	15	10	10	10	10



Women United members from the 2019 *Power of the Purse* event

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United Way of Central and Northeastern Connecticut

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 more than 100,000 impressions

UNITED WAY
WOMEN UNITED

**LEADING THE CHARGE.
INSPIRING THE CHANGE.**



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.
- Even before the pandemic, nearly 4 out of 10 households in our region struggle to make ends meet. In Hartford, it is more than six out of 10.
- Dollars raised by United Way Women United make a measurable difference in the lives of women and families in our community.

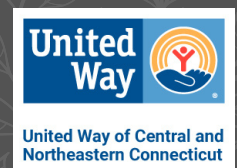
When we found out we were eligible for the United Way [emergency] funds we were ecstatic. This past year has been very difficult for our family. We have endured many turbulences including loss of job, increase problems with my health, and then of course the rise of COVID-19. Through all this we are survivors and are very grateful for United Way and their support. It's ironic because in the past we have supported them and now they are helping us.
- Resident, Avon, CT



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#POP2021
unitedwayinc.org

   
[@WUforUWCT](https://www.instagram.com/WUforUWCT)



SPONSORSHIP CONFIRMATION FORM

Sponsorship Levels		Deadline: Rolling	Sponsorship confirmation received after May 8, 2021 may not guarantee full benefits.	
<input type="checkbox"/> Presenting: \$20,000	<input type="checkbox"/> Communications: \$12,500	<input type="checkbox"/> Platinum: \$7,500	<input type="checkbox"/> Silver: \$2,750	
<input type="checkbox"/> Title: \$15,000	<input type="checkbox"/> Premier: \$10,000	<input type="checkbox"/> Entertainment: \$6,000	<input type="checkbox"/> Bronze: \$1,750	
<input type="checkbox"/> Welcome: \$15,000	<input type="checkbox"/> Auction: \$10,000	<input type="checkbox"/> Gold: \$5,250	<input type="checkbox"/> Early Bird Price	

Method of Payment

Payment is enclosed. (Please make checks payable to United Way – Note: POP2021)

Please bill me at the address below.

Credit Card: VISA MC AMEX DISCOVER (Please circle one.)

<input type="text"/>	<input type="text"/>	<input type="text"/>
Credit Card Number	Exp. Date	CCV
<input type="text"/>	<input type="text"/>	
Name as it appears on Credit Card	Phone Number	
<input type="text"/>	<input type="text"/>	
Signature (REQUIRED)	Date	

Organization Information (NOTE: Name will appear in printed materials as provided below.)

Name:

Address:

Phone: Email:

Organization Contact Name for Guest List, Ad Copy, etc. (If different from above.)

Name:

Address:

Phone: Email:

I would like to donate tickets from our table to members of our community.

Please submit this registration form and your company logo in JPG or PNG and program book ad in PDF format to: Steven Liedlich, United Way, 30 Laurel Street, Hartford, CT 06106

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