

2021 *ELS CASE COMPETITION* SPONSORSHIP PACKET

THIS UNIQUE OPPORTUNITY IS FOR ORGANIZATIONS 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
- **Improving local conditions** for families and individuals most affected by COVID-19.

Funds raised will address issues related to hunger and access to food.



2019 ELS Case Competition teams, mentors, judges, and volunteers at the First Round



@uwelstc #ELSCaseComp
unitedwayinc.org/elscasecomp

ELS is powered by:
ConnectiCare



WHAT IS THE *ELS CASE COMPETITION*?

The *ELS Case Competition* offers a unique eight-week opportunity for young professionals and executive leaders to work together to solve a community challenge. Teams will be immersed in learning about a particular community challenge and positioned to identify creative solutions, develop personally and professionally, sharpen their virtual presence, and form an instant network of individuals with diverse backgrounds and leadership styles.

ELS created this “Shark Tank” style competition to allow for innovative thinking, problem solving and professional development, all while offering up ideas that may have long term impact for our community.

All teams pitch to a panel of judges in rounds one and two. Three teams proceed to the final round. At the final round a winner will be selected and shared publicly. The ideas presented by all teams will be reviewed by United Way and leveraged to improve community conditions.



2019 ELS Case Competition teams, mentors, and judges at the Final Round

KEY DATES:

September 21-November 16

**PRESENTATIONS: ROUND 1
October 19**

**PRESENTATIONS: ROUND 2
November 2**

**PRESENTATIONS:
FINAL ROUND
November 16**

Team Registration Criteria:

- Young, local leaders and graduate students.
- Three to five individuals from the same workplace who live or work in central or northeastern Connecticut *or* individuals who come together to form a community team.
- Endorsement by an executive sponsor. The executive sponsor is responsible for assuring company-endorsed participation and possibly coordinating payment. Executive sponsors are not expected to attend team/mentor meetings or participate throughout the competition.

Sponsor and Team Registration Deadline: August 31



Team Registration

Sponsor Registration

ALL SPONSORS AND TEAMS CAN LOOK FORWARD TO THE FOLLOWING BENEFITS:

- Social media recognition
- Post-event spotlight in ELS newsletter received by all members
- Name recognition during virtual event
- Digital Splash Page highlighting all participating companies and individuals
- One-year honorary ELS membership for team members

PRESENTING SPONSOR

Exclusive opportunity! Join us as our presenting sponsor. Your organization will get premier visibility as the main supporter of the event.

INVESTMENT: \$15,000

BENEFITS INCLUDE:

- Registration for three teams
- Name included in the title of the event in all communications, promotions and marketing for all aspects of the competition
- Logo included on the *Case Competition* graphic in all digital materials
- Name and brand prominently displayed on digital event landing page
- Participate in media interviews pending bookings
- One-page digital program book ad
- Business name and logo included on all event communications, promotions and marketing for all aspects of the event
- Boosted digital ads; digital sponsor spotlight video on social media
- Speaking opportunity at final event
- Exclusive professional development experiences for participating team members

TECHNOLOGY SPONSOR

Exclusive opportunity!

INVESTMENT: \$10,000 | Investment may include in-kind services

BENEFITS INCLUDE:

- Registration for two teams
- Branding on event technology resources "powered by"
- One-page digital program book ad
- Business name and logo included on all event communications, promotions and marketing for all aspects of the event
- Boosted digital ads; digital sponsor spotlight video on social media
- Exclusive professional development experiences for participating team members

GOLD SPONSOR

INVESTMENT: \$7,500

BENEFITS INCLUDE:

- Registration for two teams
- One-page digital program book ad
- Boosted digital ads; digital sponsor spotlight video on social media
- Business name or logo included on all event communications, promotions and marketing for all aspects of the event
- Exclusive professional development experiences for participating team members

SILVER SPONSOR

INVESTMENT: \$5,000

BENEFITS INCLUDE:

- Registration for one team
- Half-page digital program book ad
- Boosted social media ad
- Company-specific digital and social spotlight
- Business name or logo included on all event communications, promotions and marketing for all aspects of the event
- Exclusive professional development experiences for participating team members

BRONZE SPONSOR

INVESTMENT: \$1,500

BENEFITS INCLUDE:

- Presenting sponsor of professional development event or virtual conversation
- Business name or logo included on all event communications, promotions and marketing for all aspects of the event

**The community team rate applies to nonprofits or people from different workplaces who are participating without a corporate sponsor*



Meet our 2021 Committee



L to R Top Row:

Trish Hesslein, FOX61, Community Marketing Manager;

Aaron Knight, CT Department of Economic & Community Development, Business Development Project Manager;

Jazna Stannard, Launc[H]artford, Program Specialist;

Brent Robertson, Fathom, Co-Founder

L to R Bottom Row:

Event Chair, **Mackenzie Manning**, Pratt & Whitney, Program Integration Manager;

Ryan Baldassario, University of Connecticut School of Business, Full-Time MBA Program Administrator;

Matthew Banever, Bards Clothing, Founder, CEO