

# 2022 ELS CASE COMPETITION

SPONSORSHIP  
PACKET

FULLY  
VIRTUAL!

## 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 emerging leaders, across the country and locally
- **Improving local conditions** for families and individuals most affected by COVID-19

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



A selection of 2021 ELS Case Competition teams, mentors, judges and volunteers.



@uwelsct #ELSCaseComp  
[unitedwayinc.org/elscasecomp](https://unitedwayinc.org/elscasecomp)

ELS is powered by:  
**ConnectiCare**



## WHAT IS THE *ELS CASE COMPETITION*?

The Emerging Leaders Society (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 issue 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 impacts for our community.

Teams pitch to a panel of judges in multiple rounds. The winning team will have a chance to implement their idea in partnership with United Way. All participants will come together for the Culmination and Recognition event which is open to the public. Winners will be announced at this event. The ideas presented by all teams will be reviewed by United Way and leveraged to improve community conditions.



2021 Final Round judges hear the third round of virtual pitches at Marques Creative Studio, Hartford, CT.

### KEY DATES:

**CASE COMPETITION:**  
**September 20 - November 15**

**PRESENTATIONS: ROUND 1**  
**October 18**

**PRESENTATIONS: ROUND 2**  
**November 1**

**PRESENTATIONS: FINAL ROUND**  
**November 15**

**CULMINATION AND RECOGNITION:**  
***WINNERS WILL BE ANNOUNCED!***  
**December 6**

### Team Registration Criteria:

- Emerging leaders and graduate students
- Three to five individuals from the same workplace *or* individuals who come together to form a community team
- Company endorsement in recognition and support of the team's involvement
- Capacity to invest 5-7 hours per week throughout the competition

**Team Registration Deadline: August 30**

**Sponsorships have a rolling deadline.** The earlier you confirm your tax-deductible sponsorship, the more benefits you receive!

*"I may never meet those who will have been directly impacted by our work, but I know someone somewhere will be smiling because of it. That supersedes wins and losses. This competition allowed us to be a voice, a light, part of the change. What an honor! "*

**-2021 Team Member**

TEAM OF FIVE  
EMERGING LEADERS

**\$2,500**

COMMUNITY\*  
TEAM OF FIVE  
EMERGING LEADERS

**\$500**

**Team Only Registration\*\***

**Sponsor Registration**

**\*\* Team only registrations are limited to one team per organization.**

## SPONSORSHIP OPPORTUNITIES:

### 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 throughout competition and virtual finale
- Digital Splash Page highlighting all participating companies and individuals
- One-year honorary ELS membership for team members
- Exclusive professional development experiences for participating 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 two teams
- Name included in the title of the event in all competition collateral and promotions
- Logo included on the *Case Competition* graphic in all digital materials
- Company name and logo 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 competition collateral and promotions
- Boosted social media ad
- Sponsor spotlight video on social media
- Speaking opportunity at final event

### TECHNOLOGY SPONSOR

**Exclusive opportunity!**

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

#### BENEFITS INCLUDE:

- Registration for one team
- Branding on event technology resources "powered by"
- One-page digital program book ad
- Business name and logo included on all competition collateral and promotions
- Boosted social media ad
- Sponsor spotlight video on social media

### PLATINUM SPONSOR

**INVESTMENT: \$10,000**

#### BENEFITS INCLUDE:

- Registration for two teams
- One-page digital program book ad
- Presenting sponsor of professional development opportunity
- Business name and logo included on all competition collateral and promotions
- Boosted social media ad
- Sponsor spotlight video on social media

### GOLD SPONSOR

**INVESTMENT: \$7,500**

#### BENEFITS INCLUDE:

- Registration for one team
- One-page digital program book ad
- Boosted social media ad
- Sponsor spotlight video on social media
- Business name or logo included on all competition collateral and promotions

### SILVER SPONSOR

**INVESTMENT: \$5,000**

#### BENEFITS INCLUDE:

- Registration for one team
- Half-page digital program book ad
- Boosted social media ad
- Business name or logo included on all competition collateral and promotions

### BRONZE SPONSOR

**INVESTMENT: \$1,500**

#### BENEFITS INCLUDE:

- Business name or logo included on all competition collateral and promotions
- Half-page digital program book ad

*\*The community team rate applies to nonprofits or people from different workplaces who are participating without a company endorsement*





# PARTNERSHIP CONFIRMATION FORM

## Sponsorship Levels

- ☐ Presenting: \$15,000    ☐ Technology: \$10,000    ☐ Platinum: \$10,000  
☐ Gold: \$7,500    ☐ Silver: \$5,000    ☐ Bronze: \$1,500

## Team Only Registration

- ☐ Company team of 3-5 individuals: \$2,500  
☐ Nonprofit or community team of 3-5 individuals: \$500

## Method of Payment

- ☐ Payment is enclosed. (Please make checks payable to United Way – Note: ELSCaseComp22)  
☐ Please bill me at the address below.  
☐ Credit Card: VISA MC AMEX DISCOVER (Please circle one.)

Credit Card Number

Exp. Date

CVV

Name as it appears on Credit Card

Phone Number

Address

Signature (REQUIRED)

Date

Would you like to register a team as part of your Presenting, Technology, Platinum, Gold or Silver sponsorship?

## Organization Information

(NOTE: Name will appear in digital materials as provided below.)

Contact Name: Title/Department:

Business/Organization Name:

Address:

Phone:

Email:

## Company Endorsement

The executive sponsor is responsible for acknowledging company-endorsed participation and coordinating payments. Executive sponsors are not expected to attend team/mentor meetings or play a role in the competition itself.

Team Executive Sponsor Name  
(if same as above, fill in name only):

Title:

Department/ Division:

Email:



@UWELSCCT

Please submit this registration form electronically to Rebekah Castagno at [rcastagno@unitedwayinc.org](mailto:rcastagno@unitedwayinc.org) or mail to 30 Laurel Street, Hartford, CT 06106.  
UNITED WAY TAX-ID #:06-0646653

Please provide your business/organization's high-resolution logo in a JPG, PNG or EPS format when submitting this confirmation form. Thank you!



United Way of Central and  
Northeastern Connecticut