

# CORPORATE SPONSOR OVERVIEW



Share the vision of your company's social responsibility goals through United Way's corporate sponsorships. Align with United Way's strong, trusted brand to increase your company's visibility and create brand lift in the communities you serve. Empower your employees to integrate social good in the community while enhancing your recruitment and retention strategies. Together we will engage our networks in meaningful ways to make a difference for local children and families.

## Benefits of Sponsorships:

- Visibility through promotion on United Way's website, publications, and social media platforms as a strong supporter with exposure to:
  - More than 300 partner companies
  - More than 20,000 local donors
  - Nearly 5,000 volunteers
- Digital reach of 42,800 consumers each month on United Way's website, e-newsletters and social media platforms
- Opportunity to impact the lives of more than 260,000 people served by United Way programs in central and northeastern Connecticut

**JOIN US.** Presenting sponsorship opportunities are available upon request. Create greater value by bundling two or more sponsorships together to receive the benefits of a higher sponsorship level or discount.

**Please contact your partnership manager for a customized proposal.**

**Together, we can LIVE UNITED.**  
Join us: **Give. Advocate. Volunteer.** [unitedwayinc.org](http://unitedwayinc.org)



# TOGETHER, WE CAN MAKE FUTURES BRIGHTER. JOIN US!

## PARTNERSHIP OPPORTUNITIES:



**UNITED WAY YEAR OF CARING** projects offer many virtual, DIY, and in-person volunteer opportunities to make a difference in the communities where you live and work.

Target Audience: Corporate volunteer groups | \$1,500 - \$15,000

**UNITED WAY  
YEAR OF CARING**

**ONGOING**

**RED, WHITE & CHOCOLATE**

**FEBRUARY 16**

**UNITED WAY WOMEN UNITED'S RED, WHITE & CHOCOLATE** returns for its 10th anniversary! Spend your evening tasting wine, local chocolate and artisan cheese. Engage with local small businesses and vendors where you can learn about their products and shop.

Target Audience: Foodies, volunteers, corporate partners, women and those who are passionate about supporting programs that empower women and small businesses | \$250 - \$2,500



Join us as we come together at the **BUILDING FOUNDATIONS REAL ESTATE BREAKFAST** to raise resources to prevent children and families from slipping into homelessness and to secure stable housing for those currently living in shelters.

Target Audience: Members of the commercial real estate and building industries | \$1,750 - \$15,000

**BUILDING FOUNDATIONS**

**MAY 4**

**LIVE UNITED  
GOLF TOURNAMENT**

**MAY 22**

The **LIVE UNITED GOLF TOURNAMENT** brings local companies, organizations and donors together on the golf course to raise funds and awareness for United Way initiatives.

Target Audience: Corporations and businesses that want to make a difference in their communities | \$500 - \$25,000



Dollars raised at **POWER OF THE PURSE** support critical programs, services and initiatives that help people work towards financial stability and ensures basic needs are met when times are tough.

Target Audience: Volunteers, corporate partners, Women United members and those who are passionate about supporting programs that empower women | \$1,750 - \$20,000

**POWER OF THE PURSE**

**JUNE 8**



The **ELS CASE COMPETITION** offers a unique immersion experience for young professionals and executive leaders to work together to solve a community challenge. During this eight-week experience, teams, consisting of 3-5 young professionals, take a deep dive into a community challenge and identify creative solutions. Teams pitch to a panel of judges in two rounds with three teams proceeding to the final round.

ELS created this "Shark Tank" style competition to allow for innovative thinking, problem-solving, robust personal and professional development, and rich networking, all while offering up ideas that may have long term impact for our community. Sponsors receive priority in selecting sourced projects along with the opportunity for custom projects that best meet their needs.

Target Audience: Young professionals and leaders | **\$1,500 - \$15,000**

**ELS CASE COMPETITION**

**SEPT. - DEC.**



**BAR AND  
BENCH**

The legal industry invites you to join them at **BAR AND BENCH** to raise awareness and resources for United Way initiatives.

Target Audience: Attorneys, in-house counsels and judges who are passionate about their community | **\$1,750 - \$15,000**

**BAR AND BENCH\***

**FALL 2023**

*\*Tentative*



**UNITED WE READ**

Join us in getting students off to a great start! **UNITED WE READ** is a campaign dedicated to providing the tools and resources for young children to read at grade-level by the start of fourth grade brought to you by United Way and its partners.

Target Audience: Corporate partners and those passionate about supporting youth success | **\$2,500 - \$15,000**

**UNITED WE READ**

**ONGOING**

