

UNITED WAY  
WOMEN  
UNITED

presented by:



POWER  
*of the*  
PURSE

Key4Women®  
Advocate | Connect | Empower

**June 8, 2023**  
**Connecticut Convention Center**

**11:00 a.m. - 12:00 p.m.** Pre-Event Networking  
and Silent Auction

**12:00 p.m. - 1:30 p.m.** Main Event and Luncheon

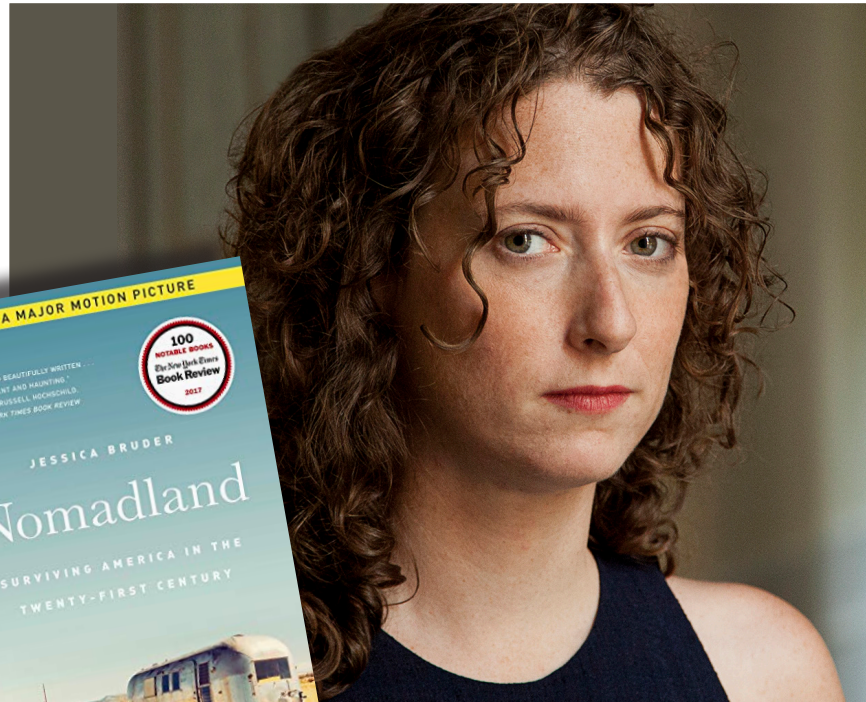
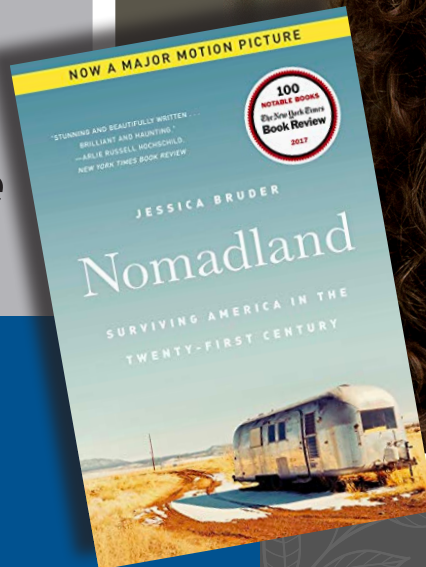
**SPONSORSHIP OPPORTUNITIES**

Featuring Keynote Speaker:

**JESSICA BRUDER**

Bestselling Author and Journalist

Author of *"Nomadland:  
Surviving America in the  
Twenty-First Century"*



**2023 POWER OF THE PURSE CO-CHAIRS:**



**Jan Turner**

Vice President, Web and  
Marketing Operations, Personal  
Insurance Direct Markets  
Travelers



**Stephanie Polzella**

Assistant Vice President, Claims  
Optimization  
The Hartford

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

United  
Way



United Way of Central and  
Northeastern Connecticut

# WHY YOUR SPONSORSHIP MATTERS

For more than 11 years, United Way Women United's *Power of the Purse Luncheon and Silent Auction presented by KeyBank Key4Women* helps women and families achieve financial security. As more people struggle to make ends meet due to the complex job market and new sets of challenges, your support matters now more than ever. By participating in this year's event, you are ensuring that people receive job training, financial education and savings opportunities. Thank you for your support!

## PRESENTING SPONSOR

**SOLD!**

**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 throughout the duration of the event
- **Exclusive Opportunity!** Branding opportunity and tabling with priority placement in event pre-function space
- Speaking opportunity in event program
- Photo with keynote speaker
- Mentions in media outreach
- Digital sponsor spotlight
- Mention on *Community Connections* monthly 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 event program with priority placement
- Company profile highlighting event support featured in digital event program
- Company logo in sponsor listing in digital event program, in event presentation, on event signage and in event staging
- Two complimentary Philanthropist Level memberships to United Way Women United (\$1,000 value)
- 40 event tickets with one prime table placement
- One invitation to pre-event experience with keynote speaker

## KEYNOTE SPONSOR

**INVESTMENT: \$15,000**

**EXCLUSIVE OPPORTUNITY!**

- **Exclusive Opportunity!** Company name recognition in event program introducing the keynote speaker
- **Exclusive Opportunity!** Host a pre-event experience with the keynote speaker for your company's employees
- Speaking opportunity in event program, includes keynote speaker introduction
- Photo with keynote speaker
- Mentions in media outreach
- Digital sponsor spotlight
- Mention 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 event program with best placement
- Company profile highlighting event support featured in digital event program
- Company logo in sponsor listing in digital event program, in event presentation and on event signage
- Two complimentary Philanthropist Level memberships to United Way Women United (\$1,000 value)
- 20 event tickets with one prime table placement

For sponsorship questions please email [dfafard@unitedwayinc.org](mailto:dfafard@unitedwayinc.org) or call Deb Fafard at **860.493.1847**.



United Way of Central and Northeastern Connecticut

## NETWORKING SPONSOR

**SOLD!**

**INVESTMENT: \$15,000**

**EXCLUSIVE OPPORTUNITY!**

- **Exclusive Opportunity!** Company name recognition in designated networking area
- Photo with keynote speaker
- Mentions in media outreach
- Digital sponsor spotlight
- Mention on *Community Connections* monthly radio show
- Boosted social media recognition
- Inclusion on digital and printed event material
- Full page ad in digital event program with best placement
- Company profile highlighting event support featured in digital event program
- Company logo in sponsor listing, in digital event program, in event presentation and on event signage
- Two complimentary Philanthropist Level memberships to United Way Women United (\$1,000 value)
- 20 event tickets with one prime table placement

## WELCOME SPONSOR

**SOLD!**

**INVESTMENT: \$12,500**

**EXCLUSIVE OPPORTUNITY!**

- **Exclusive Opportunity!** Company name recognition on photobooth and photos
- Speaking opportunity in event program
- Photo with keynote speaker
- Mentions in media outreach
- Digital sponsor spotlight
- Mention 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 event program with best placement
- Company profile highlighting event support featured in digital event program
- Company logo in sponsor listing in digital event program, in event presentation and on event signage
- Two complimentary Philanthropist Level memberships to United Way Women United (\$1,000 value)
- 20 event tickets with one prime table placement

## PREMIER SPONSOR

**INVESTMENT: \$10,000**

**UNLIMITED OPPORTUNITIES**

- Featured spotlight in *Words from Women United* newsletter highlighting community support
- Photo with keynote speaker
- Mentions in media outreach
- Digital sponsor spotlight
- Mention on *Community Connections* monthly radio show
- Social media recognition
- Inclusion on digital and printed event material
- Full page ad in digital event program with best placement
- Company profile highlighting event support featured in digital event program
- Company logo in sponsor listing in digital event program, in event presentation and on event signage
- Two complimentary Advocate Level memberships to United Way Women United (\$500 value)
- 20 event tickets

## AUCTION SPONSOR

**INVESTMENT: \$10,000**

**EXCLUSIVE OPPORTUNITY!**

- **Exclusive Opportunity!** Company name recognition on auction site
- **Exclusive Opportunity!** Company logo included with each auction item
- Photo with keynote speaker
- Mentions in media outreach
- Digital sponsor spotlight
- Mention on *Community Connections* monthly radio show
- Social media recognition
- Inclusion on digital and printed event material
- Full page ad in digital event program with best placement
- Company profile highlighting event support featured in digital event program
- Company logo in sponsor listing in digital event program, in event presentation and on event signage
- Two complimentary Advocate Level memberships to United Way Women United (\$500 value)
- 20 event tickets

Commitment required by May 1, 2023

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United Way of Central and Northeastern Connecticut

## MEDIA SPONSOR

INVESTMENT: \$10,000\*

EXCLUSIVE OPPORTUNITY!

- Photo with keynote speaker
- Mentions in media outreach
- Digital sponsor spotlight
- Mention on *Community Connections* monthly radio show
- Social media recognition
- Inclusion on digital and printed event material

- Full page ad in digital event program with best placement
- Company profile highlighting event support featured in digital event program
- Company logo in sponsor listing in digital event program, in event presentation and on event signage

- Two complimentary Advocate Level memberships to United Way Women United (\$500 value)
- 20 event tickets

\* \$7,500 cash / \$2,500 in-kind media schedule

## ENTERTAINMENT SPONSOR

INVESTMENT: \$7,500

EXCLUSIVE OPPORTUNITY!

- **Exclusive Opportunity!** Company name recognition for live musical entertainment
- Mentions in media outreach
- Digital sponsor spotlight
- Mention on *Community Connections* monthly radio show

- Social media recognition
- Inclusion on digital and printed event material
- Full page ad in digital event program with best placement
- Company profile highlighting event support featured in digital event program

- Company logo in sponsor listing in digital event program, in event presentation and on event signage
- 10 event tickets

## PLATINUM SPONSOR

INVESTMENT: \$6,000

UNLIMITED OPPORTUNITIES

- Mentions in media outreach
- Digital sponsor spotlight
- Mention on *Community Connections* monthly radio show

- Social media recognition
- Inclusion on digital and printed event material
- Full page ad in digital event program

- Company logo in sponsor listing in digital event program, in event presentation and on event signage
- 10 event tickets

## 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 event program
- Company logo in sponsor listing in digital event program, in event presentation and on event signage
- 10 event tickets

## 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 event program
- Company logo in sponsor listing in digital event program, in event presentation and on event signage
- 10 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 event program
- Company logo in sponsor listing in digital event program, in event presentation and on event signage
- 10 event tickets

## DIGITAL PROGRAM AD SPECIFICATIONS

Deadline: May 8, 2023

Full page ad:

1200 x 600 px

Half page ad:

600 x 600 px

Quarter page ad:

280 x 400 px

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# 2023 SPONSORSHIP OPPORTUNITIES AT-A-GLANCE

	PRESENTING	KEYNOTE	NETWORKING	WELCOME	PREMIER	AUCTION	MEDIA	ENTERTAINMENT	PLATINUM	GOLD	SILVER	BRONZE
Investment	\$20,000	\$15,000	\$15,000	\$12,500	\$10,000	\$10,000	\$10,000	\$7,500	\$6,000	\$5,250	\$2,750	\$1,750
Pre-event experience with keynote speaker	✓	✓										
Speaking opportunity	✓	✓		✓								
Mentions in media outreach	✓	✓	✓	✓	✓	✓	✓	✓				
Two Women United memberships at level:	Philanthropist	Philanthropist	Advocate	Philanthropist	Advocate	Advocate	Advocate					
Company profile feature	✓	✓	✓	✓	✓	✓	✓	✓				
Digital sponsor spotlight	✓	✓	✓	✓	✓	✓	✓	✓	✓			
Mention on radio show	✓	✓	✓	✓	✓	✓	✓	✓	✓			
Social media recognition	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Company logo/listing in digital event program	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Inclusion on print and digital material	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Ad in digital event program	Full Page	Full Page	Full Page	Full Page	Full Page	Full Page	Full Page	Full Page	Full Page	Full Page	Half Page	Quarter Page
Event tickets	40	20	20	20	20	20	20	10	10	10	10	10



Women United members from the 2022 *Power of the Purse* event

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## THE VALUE OF SPONSORSHIP

- Showcase your organization as a forward-thinking supporter of hard-working women and families struggling now more than ever to be financially secure
- 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



## 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
- More families are struggling to make ends meet due to the cost of living far outpacing wages in our region
- Dollars raised by United Way Women United make a measurable difference in the lives of women and families in our community

## STORY OF IMPACT

Tammy lost her job as a result of the COVID-19 pandemic. She turned to The Financial Opportunity Center at The Village for Families & Children, a United Way-supported initiative, for resources to help her achieve financial stability. Through this process, Tammy started her own business and now is working toward purchasing a home.

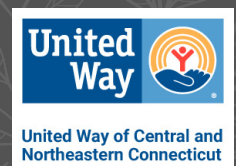


to hear her story in her own words!

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#POP23  
[unitedwayinc.org/women](https://unitedwayinc.org/women)

     
@WUforUWCT



SPONSORSHIP  
CONFIRMATION FORM

Sponsorship Levels	Deadline: Rolling	Early Bird Deadline: April 1.		
<input type="checkbox"/> Presenting: \$20,000	<input type="checkbox"/> Welcome: \$12,500	<input type="checkbox"/> Media: \$10,000	<input type="checkbox"/> Gold: \$5,250	<input type="checkbox"/> Early Bird
<input type="checkbox"/> Title: \$15,000	<input type="checkbox"/> Premier: \$10,000	<input type="checkbox"/> Entertainment: \$7,500	<input type="checkbox"/> Silver: \$2,750	<input type="checkbox"/> Sponsor Level
<input type="checkbox"/> Networking: \$15,000	<input type="checkbox"/> Auction: \$10,000	<input type="checkbox"/> Platinum: \$6,000	<input type="checkbox"/> Bronze: \$1,750	

Sponsorship confirmation received after May 1, 2023 may not guarantee full benefits.

Method of Payment		
<input type="checkbox"/> Payment is enclosed. (Please make checks payable to United Way – Note: POP2023)		
<input type="checkbox"/> Please bill me at the address below.		
<input type="checkbox"/> 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"/>	<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:	<input type="text"/>	
Address:	<input type="text"/>	
Phone:	<input type="text"/>	Email: <input type="text"/>

Organization Contact Name for Guest List, Ad Copy, etc.		(If different from above.)
Name:	<input type="text"/>	
Address:	<input type="text"/>	
Phone:	<input type="text"/>	Email: <input type="text"/>

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

Please submit this registration form, your company's logo and program book ad in JPG or PNG format to:

**Gail Millerick at [gmillerick@unitedwayinc.org](mailto:gmillerick@unitedwayinc.org)**  
**United Way of Central and Northeastern Connecticut**  
**30 Laurel Street, Hartford, CT 06106**



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