

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 to close gaps and create opportunities for local children, adults 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.

LIVE UNITED

JOIN US: GIVE. ADVOCATE. VOLUNTEER.

   
@unitedwayinc
unitedwayinc.org


United Way of Central and
Northeastern Connecticut

TOGETHER, WE CAN MAKE FUTURES BRIGHTER. JOIN US!

PARTNERSHIP OPPORTUNITIES:



UNITED WAY DAY 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

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.

ELS CASE COMPETITION

SEPT. - DEC.

Target Audience: Young professionals and leaders | **\$1,500 - \$20,000**



READ FOR THE RECORD celebrates diversity and helps build early literacy and language skills for children by mobilizing volunteers to read the same book on the same day at the same time to classrooms across central and northeastern Connecticut.

Target audience: Corporate volunteer groups | **\$5,000**

READ FOR THE RECORD

OCTOBER 26

FOX61 and United Way are joining forces to recognize and honor individuals, groups and organizations who make a significant contribution to health care, housing, financial empowerment and/or the education sector in Connecticut. This black-tie event aims to raise awareness and resources in benefit of the well-being of children, adults and families in the communities where we live and work.

Target Audience: Individuals, groups and organizations who want to make a leadership commitment to creating brighter futures for generations to come | **\$2,000 - \$30,000**

**IMPACT AWARDS
NOVEMBER 29**



RED, WHITE & CHOCOLATE returns November 2023! 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.



RED, WHITE & CHOCOLATE
FEBRUARY 2024

Target Audience: Foodies, volunteers, corporate partners, women and those who are passionate about supporting programs that empower women and small businesses | **\$500 - \$10,000**



READ ACROSS AMERICA DAY celebrates diversity and helps build early literacy and language skills for children by mobilizing volunteers to read the same book on the same day at the same time to classrooms across central and northeastern Connecticut.

Target audience: Corporate volunteer groups | **\$5,000**

**READ ACROSS
AMERICA DAY**

MARCH 2024

BUILDING FOUNDATIONS

MAY 2

Join us as we come together at the Commercial Real Estate and Building Industry's **BUILDING FOUNDATIONS BREAKFAST** to reduce and prevent homelessness in our region.

Target Audience: Members of the commercial real estate and building industries | **\$2,500 - \$30,000**

THE Commercial Real Estate
and Building Industry Breakfast



Dollars raised at **POWER OF THE PURSE** support critical programs, services and initiatives that financially empower women and their families.

Target Audience: Volunteers, corporate partners, Women United members and those who are passionate about supporting programs that empower women | **\$2,500 - \$20,000**

POWER OF THE PURSE

JUNE 6

**UNITED WAY
DAY OF ACTION**

JUNE 21

On and around June 21, United Way mobilizes our community to take action for causes that matter most to them. Symbolically held on the summer solstice, change-makers are encouraged to use the extra daylight for service.

Target audience: Corporate volunteer groups | **\$10,000**



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 | **\$1,000 - \$25,000**

**LIVE UNITED
GOLF TOURNAMENT**

FALL 2024

PARTNERSHIP CONFIRMATION FORM

Sponsorship Levels

Method of Payment

☐ Payment is enclosed. (Please make checks payable to: **ImpaCT Awards**) Please bill me at the address below.

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

☐

Credit Card Number

Exp. Date

CCV

Name as it appears on Credit Card

Phone Number

Signature

Date

Organization Information

(Name will appear in recognition materials as provided below.)

Contact Name:

Business/Organization Name:

Address:

Phone:

Email:

Please provide your business/organization's high-resolution logo and this completed confirmation form to Karen Moran at kmoran@unitedwayinc.org.



@unitedwayinc

unitedwayinc.org

LIVE UNITED



United Way of Central and
Northeastern Connecticut