

2023 *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 emerging leaders, across the country and locally
- **Improving local conditions** for families and individuals

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

FULLY
VIRTUAL!

"I can't say enough about the quality of personal relationships built in this process, internally and externally. And, I have such appreciation for a new demographic that was relatively unknown to me."

-2022 Team Member



@uwelstc #ELSCaseComp
unitedwayinc.org/elscasecomp



United Way of Central and
Northeastern Connecticut

WHAT IS THE *ELS CASE COMPETITION*?

The Emerging Leaders Society (ELS) Case Competition offers a “Shark Tank”-style multi-week experience to young professionals with the goal of solving a pressing community challenge. Teams will learn about a particular issue and will be positioned to identify creative solutions, develop personally and professionally and get introduced to a diverse network of leaders with unique experiences and leadership styles

Teams work with area executive mentors and pitch their solutions to a panel of judges over three rounds of competition. The winning team’s idea will be implemented in partnership with United Way; and, all presentations will be reviewed and leveraged to improve community conditions.



New Community Mural Coming to Barry Square.

[Click Here to see the 2021 ELS Case Competition Implementation](#)



Teams pitch virtually to our judges in the third and final round. Photography by Marques Creative.

KEY DATES:

CASE COMPETITION:

September 19 - November 14

PRESENTATIONS: ROUND 1

October 17

PRESENTATIONS: ROUND 2

October 31

PRESENTATIONS: FINAL ROUND

November 14

CULMINATION AND RECOGNITION:

WINNERS WILL BE ANNOUNCED!

December 5

Team Registration Criteria:

- Early career professionals 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 31

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



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

Investment may include in-kind services

INVESTMENT: \$10,000

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 one team
- 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			Team Only Registration	
<input type="checkbox"/> Presenting: \$15,000	<input type="checkbox"/> Technology: \$10,000	<input type="checkbox"/> Platinum: \$10,000	<input type="checkbox"/> Company team of 3-5 individuals: \$2,500	
<input type="checkbox"/> Gold: \$7,500	<input type="checkbox"/> Silver: \$5,000	<input type="checkbox"/> Bronze: \$1,500	<input type="checkbox"/> Nonprofit or community team of 3-5 individuals: \$500	

Method of Payment

Payment is enclosed. (Please make checks payable to United Way – Note: ELSCaseComp23)

Please bill me at the address below.

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

<input type="text"/>	<input type="text"/>	<input type="text"/>
Credit Card Number	Exp. Date	CVV
<input type="text"/>	<input type="text"/>	<input type="text"/>
Name as it appears on Credit Card	Phone Number	
<input type="text"/>		
Address		
<input type="text"/>	<input type="text"/>	
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:

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



@UWELSCCT

Please submit this registration form electronically to Deb Fafard at dfafard@unitedwayinc.org or mail to 30 Laurel Street, Hartford, CT 06106. UNITED WAY TAX-ID #:06-0646653



United Way of Central and Northeastern Connecticut