

UNITED WAY
WOMEN
UNITED®

POWER
of the
PURSE

June 6, 2024

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

Featuring Keynote Speaker:

RITA MORENO

Best known as Anita from West Side Story, Rita Moreno was the first Latina to win all four of the most prestigious awards in show business: an Oscar, a Tony, two Emmys and a Grammy. Her countless credits span more than seven decades, beginning with her Broadway debut at age 13, appearing in 40+ feature films and countless television shows.



SPONSORSHIP OPPORTUNITIES

2024 POWER OF THE PURSE CO-CHAIRS



Julie Phelan

Assistant Vice President,
Central Recovery Operations
The Hartford



Tisa Rabun-Marshall

Assistant Vice President,
Digital Marketing Operations
Nassau Financial Group

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



**United Way of Central and
Northeastern Connecticut**

WHY YOUR SPONSORSHIP MATTERS

For more than 12 years, United Way Women United's *Power of the Purse Luncheon and Silent Auction* has financially empowered hundreds of women and their families. 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 in our community receive job training, financial education and savings opportunities which puts them on a pathway to financial stability. **Thank you for your support!**

PRESENTING SPONSOR

INVESTMENT: \$30,000

INDUSTRY EXCLUSIVE OPPORTUNITY!

- **Industry Exclusive Opportunity!** Name in the title of the event, in all communications, promotions and marketing for all aspects of the event
- **Industry Exclusive Opportunity!** Company name recognition on stage throughout the duration of the event
- **Industry Exclusive Opportunity!** Branding opportunity and tabling with priority placement in event pre-function space
- Company logo in sponsor listing in event program, in event presentation, on event signage and in event staging
- 30 second commercial at the beginning of event
- Logo on event signs
- Speaking opportunity in event program (pre-approved by UWCNCT)
- Mentions in media outreach
- Inclusion on all digital and printed event material
- Participate in radio and/or television interviews (pending booking opportunities)
- Two complimentary Philanthropist Level memberships to United Way Women United (\$1,000 value)
- Digital sponsor spotlight
- Company profile highlighting event support featured in event program book
- Two full page ads in event program book with priority placement
- Boosted social media recognition
- Branded swag at each table (pre-approved by UWCNCT)
- 40 event tickets with one prime table placement
- 40 Invitations to pre-event with keynote speaker
- Six Tickets to Second Annual *Community ImpaCT Awards* on October 25, 2024
- Lunch and Learn
- One *Year of Caring* fall volunteer engagement project
- One Kit Project

WELCOME/NETWORKING SPONSOR

INVESTMENT: \$20,000

- Company logo in sponsor listing in event program, in event presentation, on event signage and in event staging
- 30 second commercial at the beginning of event
- Logo on event signs
- Name recognition during the event
- Company name recognition in designated networking area
- Branded swag at welcome/networking area (pre-approved by UWCNCT)
- Speaking opportunity in event program (pre-approved by UWCNCT)
- Mentions in media outreach
- Inclusion on all digital and printed event material
- Participate in radio and/or television interviews (pending booking opportunities)
- Two complimentary Philanthropist Level memberships to United Way Women United (\$1,000 value)
- Digital sponsor spotlight
- Boosted social media recognition
- Company profile highlighting event support featured in event program book
- One full page ad in event program book
- 30 event tickets
- 30 Invitations to pre-event with keynote speaker
- Six Tickets to Second Annual *Community ImpaCT Awards* on October 25, 2024
- Lunch and Learn
- One *Year of Caring* fall volunteer engagement project
- One Kit Project

Commitment required by May 1, 2024

For sponsorship questions please email Gail Millerick at gmillerick@unitedwayinc.org or call 860.515.4017.



KEYNOTE SPONSOR

INVESTMENT: \$18,000

- Company name recognition in event program introducing the keynote speaker
- 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
- Company logo in sponsor listing in event program, in event presentation, on event signage and in event staging
- Mentions in media outreach
- Participate in radio and/or television interviews (pending booking opportunities)
- Digital sponsor spotlight
- Name recognition during the event
- Two complimentary Philanthropist Level memberships to United Way Women United (\$1,000 value)
- Company profile highlighting event support featured in event program book
- One full page ad in event program book
- Logo on event signs
- Boosted social media recognition
- Logo inclusion on all digital and printed event material
- 20 event tickets
- Four Tickets to Second Annual *Community ImpaCT Awards* on October 25, 2024
- Lunch and Learn
- One Kit Project

AUCTION SPONSOR

INVESTMENT: \$15,000

- Company name recognition on auction site
- Company logo included with each auction item
- Logo inclusion on all digital and printed event material
- Mentions in media outreach
- Digital sponsor spotlight
- Name recognition during the event
- Boosted social media recognition
- Two complimentary Advocate Level memberships to United Way Women United (\$500 value)
- Company profile highlighting event support featured in event program book
- One full page ad in event program book
- Logo on event signs
- 20 event tickets
- Two Tickets to Second Annual *Community ImpaCT Awards* on October 25, 2024
- One lunch and learn
- One Kit Project

MEDIA SPONSOR

INVESTMENT: \$12,500

- Two complimentary Advocate Level memberships to United Way Women United (\$500 value)
- Digital sponsor spotlight
- Name recognition during the event
- Company profile highlighting event support featured in event program book
- One full page ad in event program book
- Logo inclusion on all digital and printed event material
- Boosted social media recognition
- 20 event tickets
- One lunch and learn
- One Kit Project
- Logo on event signs

PREMIUM SPONSOR

INVESTMENT: \$10,000

- Two complimentary Advocate Level memberships to United Way Women United (\$500 value)
- Digital sponsor spotlight
- Name recognition during the event
- One full page ad in event program book
- Logo inclusion on all digital and printed event material
- Boosted social media recognition
- Ten event tickets
- One lunch and learn
- Logo on event signs

PLATINUM SPONSOR

INVESTMENT: \$7,500

- Name recognition during the event
- One full page ad in event program book
- Logo inclusion on all digital and printed event material
- Boosted social media recognition
- Five event tickets

Commitment required by May 1, 2024

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GOLD SPONSOR

INVESTMENT: \$5,000

UNLIMITED OPPORTUNITIES

- Name Recognition at event
- Half page ad in program book
- Digital and social media recognition
- Boosted social media recognition
- Five events tickets
- Logo inclusion on all digital and printed event material

SILVER SPONSOR

INVESTMENT: \$3,000

UNLIMITED OPPORTUNITIES

- Name Recognition at event
- Half page ad in program book
- Digital and social media recognition
- Boosted social media recognition
- Three events tickets
- Logo inclusion on all digital and printed event material

BRONZE SPONSOR

INVESTMENT: \$2,500

UNLIMITED OPPORTUNITIES

- Name Recognition at event
- Half page ad in program book
- Boosted social media recognition
- Two events tickets

TABLE

INVESTMENT: \$1,750

UNLIMITED OPPORTUNITIES

Cannot make the event?
Consider gifting a table with 10 tickets to members of our community.

DIGITAL PROGRAM AD SPECIFICATIONS

Deadline: May 10, 2024

Full page ad:
\$500

4.5" (w) x 7.5" (h)

Half page ad:
\$250

4.5" (w) x 3.5" (h)

Quarter page ad:
\$150

2" (w) x 3.5" (h)



Commitment required by May 1, 2024

For sponsorship questions please email Gail Millerick at [gmillerick@unitedwayinc.org](mailto:gmilleric@unitedwayinc.org) or call 860.515.4017.



2024 SPONSORSHIP OPPORTUNITIES AT-A-GLANCE

	PRESENTING	WELCOME/ NETWORKING	KEYNOTE	AUCTION	MEDIA	PREMIUM	PLATINUM	GOLD	SILVER	BRONZE	TABLE	TICKETS
Investment	\$30,000	\$20,000	\$18,000	\$15,000	\$12,500	\$10,000	\$7,500	\$5,000	\$3,000	\$2,500	\$1,700	\$175
30 second commercial at beginning of event	✓	✓										
Volunteer engagement project	✓	✓										
Branded Swag	at tables	at welcome area										
Pre-event experience with keynote speaker	40 Invitations	30 Invitations	20 Invitations									
Speaking opportunity	✓	✓	✓									
Mentions in media outreach	✓	✓	✓	✓								
Tickets to ImpaCT Awards	6	6	4	2								
Company profile feature	✓	✓	✓	✓	✓							
Kit Project	✓	✓	✓	✓	✓							
Digital sponsor spotlight	✓	✓	✓	✓	✓	✓						
Lunch and Learn	✓	✓	✓	✓	✓	✓						
Two Women United memberships at level:	Philanthropist	Philanthropist	Philanthropist	Advocate	Advocate	Advocate	Advocate					
Social media recognition	✓	✓	✓	✓	✓	✓	✓	✓	✓			
Name recognition at event	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		
Ads on social media	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		
Ad in digital event program	Two Full Page	Full Page	Full Page	Full Page	Full Page	Full Page	Full Page	Half Page	Half Page	Half Page		
Event tickets	40	30	20	20	20	10	5	5	3	2	10	



Women United members from the 2023 *Power of the Purse* event with Keynote Speaker Jessica Bruder

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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
- United Way of Central and Northeastern Connecticut celebrates its centennial year of service in 2024, providing elevated brand lift and exposure to this year's signature event

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

Tiffany lost her job in the legal industry when the pandemic hit. She decided to participate in a United Way-supported Entrepreneurship program to take her side business to the next level, which helped sustain her family's financial security.



to hear her story in her own words!

For sponsorship questions please email Gail Millerick at gmillerrick@unitedwayinc.org or call 860.515.4017.

#POP24

unitedwayinc.org/women



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WOMEN UNITED

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INSPIRING THE CHANGE.

SPONSORSHIP CONFIRMATION FORM

Sponsorship Levels	Deadline: Rolling	Sponsorship confirmation received after May 1, 2024 may not guarantee full benefits.	
<input type="checkbox"/> Presenting: \$30,000	<input type="checkbox"/> Welcome/ Networking: \$20,000	<input type="checkbox"/> Keynote: \$18,000	<input type="checkbox"/> Auction: \$15,000
<input type="checkbox"/> Media: \$12,500	<input type="checkbox"/> Premium: \$10,000	<input type="checkbox"/> Platinum: \$7,500	<input type="checkbox"/> Gold: \$5,000
<input type="checkbox"/> Silver: \$3,000	<input type="checkbox"/> Bronze: \$2,500	<input type="checkbox"/> Table: \$1,750	

Method of Payment		
<input type="checkbox"/> Payment is enclosed. (Please make checks payable to United Way – Note: POP2024)		
<input type="checkbox"/> Please bill me at the address below.		
<input type="checkbox"/> Credit Card: <input type="checkbox"/> VISA <input type="checkbox"/> MC <input type="checkbox"/> AMEX <input type="checkbox"/> DISCOVER		
<input type="text"/>	<input type="text"/>	<input type="text"/>
Credit Card Number	Exp. Date	CCV
<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 pdf format by May 10, 2024 to:

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



United Way of Central and
Northeastern Connecticut