

UNITED WAY OF CENTRAL AND NORTHEASTERN CONNECTICUT'S

Centennial Gala



1924 YEARS 2024

SPONSORSHIP OPPORTUNITIES

SATURDAY, DECEMBER 14, 2024

5:30 - 10:00 P.M.

**CONNECTICUT CONVENTION CENTER
100 COLUMBUS BLVD., HARTFORD, CT**



United Way of Central and
Northeastern Connecticut

ABOUT UNITED WAY OF CENTRAL AND NORTHEASTERN CONNECTICUT

ONWARD860 >>>

At United Way of Central and Northeastern Connecticut, we have a bold vision for the future - Onward860 - uniting our region and forging a new path. We will end poverty in all its forms by deepening our impact in child literacy, housing, wages and life expectancy.

United Way's Centennial Gala brings generations together to close gaps and create equitable opportunities for everyone in our region to succeed.

WE ARE CO-CREATING THE FUTURE

The ONWARD860 vision is built on:



Insights and feedback
from our community



100 years of service
and expertise



A belief in a better
future for central and
northeastern
Connecticut



Equity at our core

PARTNERSHIP BENEFITS



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

BENEFITS INCLUDE:



- Visibility through promotion on United Way's website, publications and social media platforms with exposure to:
 - More than 300 partner companies
 - More than 20,000 local donors
 - Nearly 5,000 volunteers
- Digital reach of nearly 43,000 consumers each month on United Way's website, e-newsletters and social media platforms
- Opportunity to impact the lives of more than 290,000 people served by United Way-supported programs across central and northeastern Connecticut



CENTENNIAL PARTNER: \$100,000

- Welcome/promotional presentation (2 min.) during the event and 30 second video (Video to be provided by company)
- Four (4) Corporate tables of ten (40 tickets) with VIP seating
- 40 tickets to Pre-event Red Carpet Cocktail Reception*
- VIP - Valet Parking
- Name on swag for all attendees
- Opportunity to CEO/VIP/C-Suite representative to speak at pre-event reception and main event
- Special recognition at pre-gala reception with Corporate Sponsor VIP/CEO/C-Suite Guest
- Two (2) full-page ads on front inside cover and back cover in event program
- Company logo prominently placed on cover of event program
- Logo in sponsor listing in program book
- Company logo prominently displayed at event location
- Verbal recognition during the program
- Company logo prominently placed in all print media ads
- Company recognized as a founding partner at pre-event press conference
- Opportunity to participate in media appearances pre-and post-event**
- Company profile on social media and website
- Recognition in newspaper thank you ad
- Three (3) one-year memberships to United Way of Central and Northeastern Connecticut's Affinity Groups - Emerging Leaders Society or Women United
- Exclusive access to United Way of Central and Northeast Connecticut's 2025 signature and centennial events
- Opportunity to host a United Way of Central and Northeastern Connecticut *Lunch and Learn*

**date and time to be announced*

***pending availability*

DIAMOND PARTNER: \$50,000



- Welcome/promotional presentation (2 min.) during the event and 30 second video (Video to be provided by company)
- Four (4) Corporate tables of ten (40 tickets) with VIP seating
- 40 tickets to Pre-event Red Carpet Cocktail Reception*
- VIP - Valet Parking
- Opportunity to CEO/VIP/C-Suite representative to speak at pre-event reception and main event
- Special recognition at pre-gala reception with Corporate Sponsor VIP/CEO/C-Suite Guest
- Two (2) full-page ads in event program
- Logo in sponsor listing in program book
- Company logo prominently displayed at event location
- Verbal recognition during the program
- Company logo prominently placed in all print media ads
- Opportunity to participate in media appearances pre-and post-event**
- Company profile on social media and website
- Recognition in newspaper thank you ad
- Three (3) one-year memberships to United Way of Central and Northeastern Connecticut's Affinity Groups - Emerging Leaders Society or Women United
- Exclusive access to United Way of Central and Northeast Connecticut's 2025 signature and centennial events
- Opportunity to host a United Way of Central and Northeastern Connecticut *Lunch and Learn*

**date and time to be announced*

***pending availability*



AUCTION PARTNER: \$40,000

- **Name on mobile giving technology**
- **Company name recognition on auction site**
- **Company logo included with each auction item**
- Three (3) Corporate tables of ten (30 tickets)
- 30 tickets to Pre-event Red Carpet Cocktail Reception*
- VIP - Valet Parking
- One (1) full-page and one (1) half page ads in event program
- Logo in sponsor listing in program book
- Company logo prominently displayed at event location
- Verbal recognition during the program
- Company logo prominently placed in all print media ads
- Opportunity to participate in media appearances pre- and post-event**
- Company profile on social media and website
- Recognition in newspaper thank you ad
- Two (2) one-year memberships to United Way of Central and Northeastern Connecticut's Affinity Groups - Emerging Leaders Society or Women United
- Exclusive access to United Way of Central and Northeast Connecticut's 2025 signature and centennial events
- Opportunity to host a United Way of Central and Northeastern Connecticut *Lunch and Learn*

**date and time to be announced*

***pending availability*

LEADERSHIP: \$25,000

- Three (3) Corporate tables of ten (30 tickets)
- 30 tickets to Pre-event Red Carpet Cocktail Reception*
- One (1) full-page ad in event program
- Logo in sponsor listing in program book
- Company logo prominently displayed at event location
- Verbal recognition during the program
- Company logo prominently placed in all print media ads
- Company profile on social media and website
- Recognition in newspaper thank you ad
- Two (2) one-year memberships to United Way of Central and Northeastern Connecticut's Affinity Groups - Emerging Leaders Society or Women United
- Opportunity to host a United Way of Central and Northeastern Connecticut *Lunch and Learn*

ENTERTAINMENT: \$20,000

- **Announce entertainment at event**
- **Photo opportunity with entertainment**
- Two (2) Corporate tables of ten (20 tickets)
- 20 tickets to Pre-event Red Carpet Cocktail Reception
- One (1) full-page ad in event program
- Logo in sponsor listing in program book
- Company logo prominently displayed at event location
- Verbal recognition during the program
- Company logo placed in all print media ads
- Company profile on social media and website
- Recognition in newspaper thank you ad
- Two (2) one-year memberships to United Way of Central and Northeastern Connecticut's Affinity Groups - Emerging Leaders Society or Women United
- Opportunity to host a United Way of Central and Northeastern Connecticut *Lunch and Learn*

*date and time to be announced

**pending availability

RED CARPET RECEPTION: \$20,000

- **Opportunity to have company representative speak during the cocktail reception***
- **20 tickets to Pre-event Red Carpet and Cocktail Reception**
- **Recognition as Red Carpet and Cocktail Reception sponsor**
- Two (2) Corporate tables of ten (20 tickets)
- 20 tickets to Pre-event Red Carpet Cocktail Reception
- One (1) full-page ad in event program
- Logo in sponsor listing in program book
- Company logo prominently displayed at event location
- Verbal recognition during the program
- Company logo placed in all print media ads
- Company profile on social media and website
- Recognition in newspaper thank you ad
- Two (2) one-year memberships to United Way of Central and Northeastern Connecticut's Affinity Groups - Emerging Leaders Society or Women United
- Opportunity to host a United Way of Central and Northeastern Connecticut *Lunch and Learn*

MILESTONE: \$15,000

- One (1) Corporate table of ten (10 tickets)
- One (1) full-page ad in event program
- Logo in sponsor listing in program book
- Company logo prominently displayed at event location
- Verbal recognition during the program
- Company logo placed in all print media ads
- Company profile on social media and website
- Recognition in newspaper thank you ad
- Opportunity to host a United Way of Central and Northeastern Connecticut *Lunch and Learn*

*date and time to be announced

**pending availability

PHOTOBOOTH SPONSOR: \$15,000



- **Company name or logo on all photobooth photos taken at the event**
- One (1) Corporate table of ten (10 tickets)
- One (1) full-page ad in event program
- Logo in sponsor listing in program book
- Company logo prominently displayed at event location
- Company logo placed in all print media ads
- Company profile on social media and website
- Recognition in newspaper thank you ad
- Opportunity to host a United Way of Central and Northeastern Connecticut *Lunch and Learn*

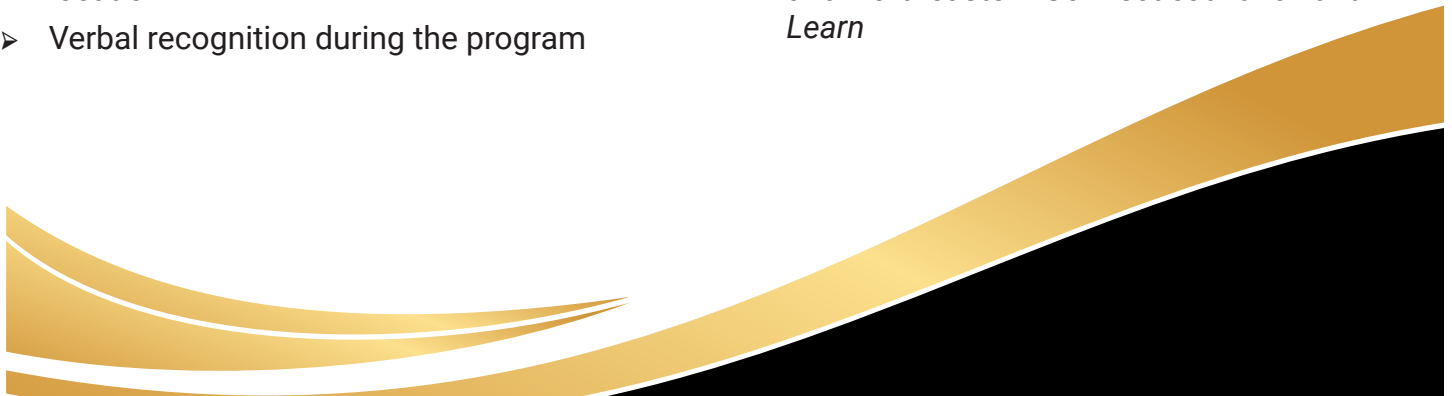
TABLE CENTERPIECES: \$12,000



- **Company name or logo on all corporate table centerpieces**
- One (1) Corporate table of ten (10 tickets)
- One (1) full-page ad in event program
- Logo in sponsor listing in program book
- Company profile on social media and website
- Recognition in newspaper thank you ad
- Opportunity to host a United Way of Central and Northeastern Connecticut *Lunch and Learn*

PREMIUM: \$10,000

- One (1) Corporate table of ten (10 tickets)
- One (1) full-page ad in event program
- Logo in sponsor listing in program book
- Company logo prominently displayed at event location
- Verbal recognition during the program
- Company logo placed in all print media ads
- Company profile on social media and website
- Recognition in newspaper thank you ad
- Opportunity to host a United Way of Central and Northeastern Connecticut *Lunch and Learn*



PLATINUM: \$7,500

- One (1) Corporate table of ten (10 tickets)
- One (1) half-page ad in event program
- Logo in sponsor listing in program book
- Company logo prominently displayed at event location
- Company logo placed in all print media ads
- Company profile on social media and website
- Opportunity to host a United Way of Central and Northeastern Connecticut *Lunch and Learn*

GOLD: \$5,000

- One (1) Corporate table of ten (10 tickets)
- One (1) quarter-page ad in event program
- Logo in sponsor listing in program book
- Company name prominently displayed at event location

CORPORATE TABLES

- 10 Seats
- Early Bird - \$3,500 (before September 30)
- General Admission - \$4,000 (October 1 – December 1)

INDIVIDUAL TICKETS

- Early Bird - \$350 (before September 30)
- General Admission - \$400 (October 1 – December 1 pending availability)

PROGRAM AD SPECIFICATIONS

Deadline: November 1, 2024

Full page ad:

7.5" x 10"

\$2,500 value

Half page ad:

7.5" x 4.75"

\$1,500 value

Quarter page ad:

3.5" x 4.75"

\$750 value

- Extra bleed, PDF Format, 300 DPI or greater
- Fonts: All fonts must be embedded. Only Open Type and Postscript fonts will be accepted
- Color: All color images must be CMYK and all black copy must be 100 percent black
- Transparencies: Transparencies and other effects used in vector format software
- Illustrator or InDesign must be flattened
- No true type fonts

	CENTENNIAL	DIAMOND	AUCTION	LEADERSHIP	ENTERTAINMENT	RED CARPET	MILESTONE	PREMIUM	PLATINUM	GOLD
Company logo on cover of program book	✓									
Name on swag for all attendees	✓									
30 second welcome video	✓	✓								
C-Suite to speak at pre-event and main event	✓	✓								
Recognition at pre-event	✓	✓								
VIP valet parking	✓	✓	✓							
Opportunity to participate in pre-and post-event media	✓	✓	✓							
Number of tickets to pre-event	40	40	30	30	20	20				
Affinity Group memberships	3 one year memberships	3 one year memberships	2 one year memberships	2 one year memberships	2 one year memberships	2 one year memberships	2 one year memberships			
Verbal recognition at event	✓	✓	✓	✓	✓	✓	✓	✓		
Recognition in newspaper thank you ad	✓	✓	✓	✓	✓	✓	✓	✓		
Company logo displayed at event	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Number of tickets to event	40	40	30	30	20	20	10	10	10	10
Ads in program book	2 full page prime	2 full page	1 full page 1 half page	1 full page	1 full page	1 full page	1 full page	1 full page	1 half page	1 quarter page
Company logo in sponsor listing in program book	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Company logo placed in all print ads	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Company profile on social media and website	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Opportunity to host <i>Lunch and Learn</i>	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Name on auction technology and logo on each item			✓							
Announce entertainment and photo opportunity					✓					



UNITED WAY

Centennial Gala

PARTNERSHIP CONFIRMATION FORM

Sponsorship Levels

Deadline: Rolling

Centennial: \$100,000	Diamond: \$50,000	Auction: \$40,000	Leadership: \$25,000	Entertainment: \$20,000	Red Carpet: \$20,000
Milestone: \$15,000	Premium: \$10,000	Platinum: \$7,500	Photobooth: \$15,000	Table Centerpieces: \$12,000	Gold: \$5,000

Method of Payment

☐ Payment is enclosed. (Please make checks payable to United Way of Central and Northeastern Connecticut)

☐ Credit Card: ☐ VISA ☐ MC ☐ AMEX ☐ DISCOVER

Credit Card Number

Exp. Date

CCV

Name as it appears on Credit Card

Phone Number

Signature (REQUIRED)

Date

☐ Pay electronically. ([Click here.](#))

Organization Information

(NOTE: Name will appear in printed materials as provided below.)

Contact Name:

Business/Organization Name:

Address:

Phone:

Email:

Organization Contact Name for Logo

(If different from above.)

Name:

Address:

Phone:

Email:

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

Please submit this registration form to: Phil Blonski, United Way, 30 Laurel Street, Hartford, CT 06106
For sponsorship questions please email pblonski@unitedwayinc.org.



United Way of Central and
Northeastern Connecticut



For sponsorship questions please email Phil Blonski at pblonski@unitedwayinc.org



 Learn More

   
@unitedwayinc
unitedwayinc.org

