

SPONSORSHIP OPPORTUNITIES



OCTOBER 25, 2024

6:00 – 10:00 P.M.

HARTFORD MARRIOTT DOWNTOWN



CTImpaCTAwards.org



United Way of Central and
Northeastern Connecticut

ABOUT UNITED WAY

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.

ONWARD860 >>>

PARTNERSHIP BENEFITS

Share the vision of your company's social responsibility goals through United Way's philanthropic sponsorship opportunities. You can 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 260,000 people served by United Way-supported programs across central and northeastern Connecticut

IMPACT AWARDS CEREMONY

The ImpaCT Awards will honor and recognize some of the most giving, caring and impactful people and organizations in the state of Connecticut.

We are looking to recognize seven individuals and three organizations through these awards who are Making an Impact day-in and day-out here in our state.

The award ceremony will take place on October 25, 2024 at Hartford Marriott Downtown.

In addition, the ImpaCT Awards Ceremony will be broadcasted on FOX61 and will be streamed on FOX61+ on Thursday, November 1st at 7:00 p.m. in a special one-hour broadcast. It will also be available on FOX61+ to rewatch.

2023 IMPACT AWARD RECIPIENTS



George Bahamonde
Lifetime Achievement
Andy Bassett
Travelers



Impactful Emerging
Leader
Rani Viroji
Accuturn Manufacturing



Impactful Woman
**Dr. Jennifer
Hernandez**
The Hospital of Central
Connecticut



Impactful Diversity,
Equity and Inclusion
Shop Black CT



Organization Making an Impact
Hands on Hartford



Company Making an Impact
HSB - Hartford Steam Boiler

PARTNERSHIP OPPORTUNITIES

DIAMOND PRESENTING SPONSOR

Industry Exclusive! Join us as our presenting sponsor. Your business or organization will get premier visibility as the main supporter of the event.

INVESTMENT: \$30,000

BENEFITS INCLUDE:

- Three (3) corporate tables of 10 with VIP seating
- Welcome/promotional presentation (2 min. max – on air) during the event and :30 second video
- Special sponsor of the Inaugural Community ImpaCT Awards pre-gala reception with Corporate Sponsor VIP/CEO/C-Suite Guest
- Two (2) full-page ads in event program
- VIP - Valet Parking
- Company logo prominently placed in all print media ads
- Opportunity to distribute a branded gift at Cocktail reception
- Opportunity to have company representative present to speak during the cocktail reception
- Company logo on all corporate table centerpieces
- Company logo prominently placed on cover of event program
- Opportunity to have company representative present a 2024 Community ImpaCT Award (one category)
- Company logo prominently displayed at event location
- Company profile on all social media platforms and website
- Opportunity to participate in press conference
- Opportunity to provide company-branded swag to attendees
- Pre- and post-mention in United Way e-Newsletter
- Company to host United Way of Central and Northeastern Connecticut *Lunch and Learn*
- Verbal recognition during the program
- Recognition in newspaper Thank You ad – post-event/ websites (United Way and Fox61)

MARKETING SCHEDULE ON FOX61/CW20:

- FLIGHT: Fall of 2024
- A minimum of 80 exclusive sponsored promotional spots (:30) on FOX61
 - » Airing in Early Morning, Early and Late News dayparts
- A minimum of 24 exclusive sponsored promotional spots (:30) on CW20
 - » Airing in Early Morning News, Daytime, and sports on WCCT
- Home Page Takeover on FOX61.com
- 144,000 Display impressions on FOX61.com
- Sponsor Identification during broadcast on FOX61 and FOX61+

MILESTONE SPONSOR

Industry Exclusive! Join us as our milestone sponsor. Your business or organization will get premier visibility as the milestone supporter of the event.

INVESTMENT: \$20,000

BENEFITS INCLUDE:

- Two (2) Corporate tables of 10 with VIP seating
- Opportunity to have company representative present a 2024 Community ImpaCT Award (one category)
- Opportunity to have company representative deliver 1 min. sponsorship remarks and :30 second video
- Company logo prominently placed in all print media ads
- Special sponsor of the Community ImpaCT Awards pre-gala reception with Corporate Sponsor VIP/CEO/C-Suite Guest
- One (1) full-page and half page ad in the event program
- Company logo prominently displayed at event location
- Company profile on all social media platforms and website
- Opportunity to participate in press conference
- Pre- and post-mention in United Way e-Newsletter
- Company to host United Way of Central and Northeastern Connecticut *Lunch and Learn*
- Verbal recognition during the program
- Recognition in newspaper Thank You ad – post-event/ websites (United Way and Fox61)

MARKETING SCHEDULE ON FOX61/CW20:

- FLIGHT: Fall of 2024
- A minimum of 50 shared sponsored promotional spots (:30) on FOX61
 - » Airing in Early Morning, Early and Late News dayparts
- A minimum of 15 shared sponsored promotional spots (:30) on CW20
 - » Airing in Early Morning News, Daytime, and sports on WCCT
- Home Page Takeover on FOX61.com
- 125,000 Display impressions on FOX61.com
- Sponsor Identification during broadcast airing on FOX61 and FOX61+

PARTNERSHIP OPPORTUNITIES

EMERALD SPONSOR

INVESTMENT: \$15,000

BENEFITS INCLUDE:

- One and half tables (15 seats) Corporate tables of 15 with VIP seating
- Opportunity to have company representative present a 2024 Community ImpaCT Award (one category)
- One (1) full-page ad in the event program (premier placement)
- Company logo prominently placed in all print media ads
- Company logo prominently displayed at event location
- Company profile on all social media platforms and website
- Opportunity to participate in press conference
- Pre- and post-mention in United Way e-Newsletter
- Company to host United Way of Central and Northeastern Connecticut *Lunch and Learn*
- Verbal recognition during the program
- Recognition in newspaper Thank You ad – post-event/ websites (United Way and Fox61)

MARKETING SCHEDULE ON FOX61/CW20:

- FLIGHT: Fall of 2024
- A minimum of 35 shared sponsored promotional spots (:30) on FOX61
 - » Airing in Early Moring, Early and Late News dayparts
- A minimum of 6 shared sponsored promotional spots (:30) on CW20
 - » Airing in Early Morning News, Daytime, and sports on WCCT
- Home Page Takeover on FOX61.com
- 130,000 Display impressions on FOX61.com

RED CARPET AND COCKTAIL RECEPTION

INVESTMENT: \$12,000

BENEFITS INCLUDE:

- Recognition as Red Carpet and Cocktail Reception sponsor
- Opportunity to distribute a branded gift at Cocktail reception
- Opportunity to have company representative present to speak during the cocktail reception
- One (1) Corporate tables of 10
- One full page ad in event program
- Opportunity to participate in press conference
- Company logo in all print media ads
- Company logo prominently displayed at event location
- Company logo prominently displayed at event location
- Company profile on all social media platforms and website
- Pre- and post-mention in United Way e-Newsletter
- Company to host United Way of Central and Northeastern Connecticut *Lunch and Learn*
- Verbal recognition during the program
- Recognition in newspaper Thank You ad – post-event/ websites (United Way and Fox61)

MARKETING SCHEDULE ON FOX61/CW20:

- FLIGHT: Fall of 2024
- A minimum of 20 shared sponsored promotional spots (:30) on FOX61
 - » Airing in Early Moring, Early and Late News dayparts
- Home Page Takeover on FOX61.com
- 142,000 Display impressions on FOX61.com

PARTNERSHIP OPPORTUNITIES

PREMIUM SPONSOR

INVESTMENT: \$10,000

BENEFITS INCLUDE:

- One (1) Corporate tables of 10 with VIP seating
- One full page ad in event program
- Opportunity to participate in press conference
- Company logo in all print media ads
- Company logo prominently displayed at event location
- Company profile on all social media platforms and website
- Pre- and post-mention in United Way e-Newsletter
- Pre- and post-mention in United Way e-Newsletter
 - Company to host United Way of Central and Northeastern Connecticut *Lunch and Learn*
- Verbal recognition during the program
- Recognition in newspaper Thank You ad – post-event/ websites (United Way and Fox61)

MARKETING SCHEDULE ON FOX61/CW20:

- FLIGHT: Fall of 2024
- A minimum of 20 shared sponsored promotional spots (:30) on FOX61
 - » Airing in Early Morning, Early and Late News dayparts
- Home Page Takeover on FOX61.com
- 142,000 Display impressions on FOX61.com

PLATINUM SPONSOR

INVESTMENT: \$7,500

BENEFITS INCLUDE:

- Half Table - 5 Tickets (5) to the event
- Half page ad in event program
- Verbal recognition during the program
- Company logo displayed at the event location
- Recognition in newspaper Thank You ad – post-event/ websites (United Way and Fox61)
- Company to host United Way of Central and Northeastern Connecticut *Lunch and Learn*

GENERAL SPONSORSHIP LEVELS

GOLD SPONSOR

INVESTMENT: \$5,000

BENEFITS INCLUDE:

- Five (5) Tickets to the event
- Half page ad in event program
- Company to host United Way of Central and Northeastern Connecticut *Lunch and Learn*

CORPORATE TABLES

BENEFITS INCLUDE:

- Early Bird - \$2,000 before Sept 15
- Sept 16 – Oct 14 - \$3,000 (pending availability)

INDIVIDUAL TICKETS

BENEFITS INCLUDE:

- Early Bird - \$200 before Sept 15
- \$225 Sept 16 – Oct 14 (pending availability)

SPECIAL SPONSORSHIPS

PHOTOBOOTH SPONSOR

INVESTMENT: \$5,000

BENEFITS INCLUDE:

- Five (5) Tickets to the event
- Half page ad in event program
- Company to host United Way of Central and Northeastern Connecticut *Lunch and Learn*

TABLE CENTERPIECES

INVESTMENT: \$2,500

BENEFITS INCLUDE:

- Five (5) Tickets to the event
- Company name or logo on all corporate table centerpieces
- Quarter Page Ad in program book

DIGITAL PROGRAM AD SPECIFICATIONS

Deadline: October 1, 2024

Full page ad:

4.5" (w) x 7.5" (h)

\$1,000

Half page ad:

4.5" (w) x 3.5" (h)

\$700

Quarter page ad:

2" (w) x 3.5" (h)

\$400

- Extra bleed, PDF Format, 300 dpi or greater
- Fonts: All fonts must be embedded. Only Open Type and Postscript fonts will be accepted
- NO TRUE TYPE FONTS
- 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



2024 SPONSORSHIP OPPORTUNITIES AT-A-GLANCE

	DIAMOND	MILESTONE	EMERALD	RED CARPET AND COCKTAIL RECEPTION	PREMIUM	PLATINUM	GOLD	PHOTOBOOTH	TABLE CENTERPIECES
Investment	\$30,000	\$20,000	\$15,000	\$12,000	\$10,000	\$7,500	\$5,000	\$5,000	\$2,500
VIP - Valet Parking	✓								
Company logo on cover of event program	✓								
Company-branded swag	✓								
Company representative to speak at cocktail reception	✓			✓					
Branded gift at cocktail reception	✓			✓					
Company logo on all table centerpieces	✓								✓
Welcome/promotional presentation video	✓	✓							
Pre-gala reception with Corporate Sponsor VIP/ CEO/C-Suite Guest	✓	✓							
Company representative to present at event	✓	✓	✓	✓					
FOX61 Promotional Schedule	✓	✓	✓	✓	✓				
Company profile on all social media and website	✓	✓	✓	✓	✓				
Pre- and post-mention in United Way e-Newsletter	✓	✓	✓	✓	✓				
Participate in press conference	✓	✓	✓	✓	✓				
Company logo placed in all print media ads	✓	✓	✓	✓	✓				
Company logo displayed at event location	✓	✓	✓	✓	✓	✓			
Verbal recognition during the program	✓	✓	✓	✓	✓	✓			
Recognition in thank you newspaper ad	✓	✓	✓	✓	✓	✓			
Company to host <i>Lunch and Learn</i>	✓	✓	✓	✓	✓	✓	✓	✓	
Ad in Program Book	2 full page	1 full page	1 full page	1 full page	1 full page	1 half page	1 half page	1 half page	1 quarter page
Number of Tickets	30	20	15	10	10	10	5	5	5

Sponsorship Levels

- Presenting: \$30,000
- Milestone: \$20,000
- Emerald : \$15,000
- Red Carpet: \$12,50
- Premium: \$10,000
- Platinum: \$7,500
- Gold: \$5,000
- Photobooth: \$5,000
- Table Centerpieces: \$2,500

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.)

<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	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 in a JPG, PNG or EPS format by October 1 to Karen Moran at kmoran@unitedwayinc.org.

Please submit this registration form electronically to Karen Moran at kmoran@unitedwayinc.org or mail to United Way, 30 Laurel Street, Hartford, CT 06106

Sponsorship questions or for more information contact Deb Fafard at dfafard@unitedwayinc.org.