

WOMEN UNITED

POWER OF THE PURSE

JUNE 12, 2025

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

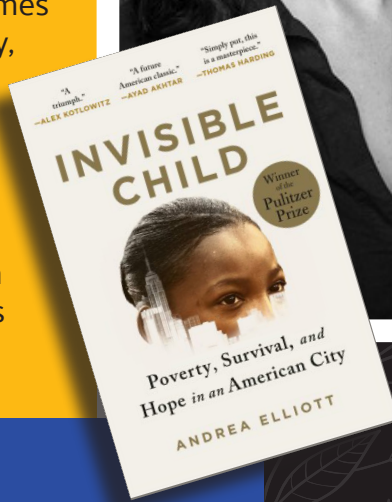
SPONSORSHIP OPPORTUNITIES

Featuring Keynote Speakers:

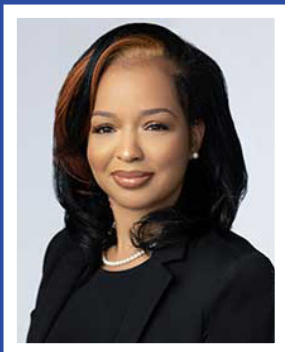
ANDREA ELLIOTT AND DASANI COATES

Andrea Elliott is a Pulitzer Prize-winning journalist who has documented the lives of poor Americans, Muslim immigrants and other people on the margins of power. She is an investigative reporter for The New York Times and the author of *Invisible Child: Poverty, Survival, and Hope in an American City*, which won the 2022 Pulitzer Prize in General Nonfiction.

Invisible Child follows eight dramatic years in the life of Dasani Coates, a child with an imagination as soaring as the skyscrapers near her Brooklyn homeless shelter.



2025 POWER OF THE PURSE CO-CHAIRS



Julia Johnson Brinson
Conning



Tara Linton
Cronin

LEADING THE CHARGE. INSPIRING THE CHANGE.



WHY YOUR SPONSORSHIP MATTERS

For more than 14 years, United Way Women United's Power of the Purse Luncheon and Silent Auction has financially empowered hundreds of women and their families. By participating in this year's event, you are ensuring that people in our community receive job training, financial education and savings opportunities to eliminate poverty in all its forms. Thank you for your support!

PRESENTING SPONSOR

INVESTMENT: \$30,000

INDUSTRY EXCLUSIVE OPPORTUNITY!

All benefits in this level are industry exclusive at the presenting sponsor level.

- Name in the title of the event, in all communications, promotions and marketing for all aspects of the event
- Company name recognition on stage throughout the duration of the event
- 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
- Speaking opportunity in event program (pre-approved by UWCNCT, up to three minutes)
- Mentions in media outreach
- Photo with keynote speaker
- 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)
- Company profile highlighting event support featured in event program book
- Two full page ads in event program book with priority placement
- Ads on social media
- Option to provide branded swag at each table (pre-approved by UWCNCT)
- 40 event tickets with one prime table placement

WELCOME SPONSOR

INVESTMENT: \$20,000

- Company logo in sponsor listing in event program, in event presentation, on event signage and in event staging
- Name recognition during the event
- Company name recognition in designated welcome/networking area
- Company provided branded swag at welcome/networking area (pre-approved by UWCNCT)

- Speaking opportunity in event program (pre-approved by UWCNCT)
- Mentions in media outreach
- Photo with keynote speaker
- Inclusion on all digital and printed event material
- Participate in radio and/or television interviews (pending booking opportunities)

- Ads on social media
- 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
- 30 event tickets

Commitment required by May 9, 2025

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



KEYNOTE SPONSOR

INVESTMENT: \$20,000

EXCLUSIVE OPPORTUNITY!

- 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
- 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
- Ads on social media
- Logo inclusion on all digital and printed event material
- 20 event tickets

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
- Name recognition during the event
- Ads on social media
- 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
- 20 event tickets

MEDIA SPONSOR

INVESTMENT: \$12,500*

**combination of gift and in-kind trade*

- Sponsor agrees to promote Power of the Purse via PSA's, ads and live media coverage in the Greater Hartford market
- 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
- Ads on social media
- Two complimentary Advocate Level memberships to United Way Women United (\$500 value)
- 20 event tickets

PREMIUM SPONSOR

INVESTMENT: \$10,000

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

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
- Ads on social media
- Ten event tickets

Commitment required by May 9, 2025

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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
- Ads on social media
- Logo inclusion on digital and printed event material
- Ten event tickets

SILVER SPONSOR

INVESTMENT: \$3,000

UNLIMITED OPPORTUNITIES

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

BRONZE SPONSOR

INVESTMENT: \$2,500

UNLIMITED OPPORTUNITIES

- Name Recognition at event
- Quarter page ad in program book
- Ten event tickets

SPONSOR TABLE

INVESTMENT: \$1,750

UNLIMITED OPPORTUNITIES

- Sponsor a table or consider gifting a table to members of our community.
- Ten event tickets

SMALL BUSINESS/VENDOR

INVESTMENT: \$500*

LIMITED AVAILABILITY!

- Half page ad
- Opportunity to host a booth during the pre-event auction and sell select items (to be pre-approved by United Way of Central and Northeastern Connecticut)
- Opportunity to have a featured item in the silent auction (prominent item placement and pre-promotion on social media)
- One event ticket

*customizations available upon request

PROGRAM AD SPECIFICATIONS

Deadline: May 9, 2025

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 9, 2025.

The purchase of standalone ads must be paid in advance of the event.

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

2025 SPONSORSHIP OPPORTUNITIES AT-A-GLANCE

	PRESENTING	WELCOME	KEYNOTE	AUCTION	MEDIA	PREMIUM	PLATINUM	GOLD	SILVER	BRONZE	SMALL BUSINESS/ VENDOR
Investment	\$30,000	\$20,000	\$20,000	\$15,000	\$12,500	\$10,000	\$7,500	\$5,000	\$3,000	\$2,500	\$500
30 second commercial at beginning of event	✓										
Sponsor Provided Swag	at tables	at welcome area									
Photos with keynote speaker	✓	✓	✓								
Speaking opportunity	✓	✓	✓								
Mentions in media outreach	✓	✓	✓	✓							
Company profile feature	✓	✓	✓	✓	✓						
Two Women United memberships at level:	Philanthropist	Philanthropist	Philanthropist	Advocate	Advocate	Advocate					
Ads on social media	✓	✓	✓	✓	✓	✓	✓	✓			
Social media recognition	✓	✓	✓	✓	✓	✓	✓	✓	✓		
Name recognition at event	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Ad in digital event program	Two Full Page	Full Page	Full Page	Full Page	Full Page	Full Page	Full Page	Half Page	Half Page	Quarter Page	Half Page
Event tickets	40	30	20	20	20	10	10	10	10	10	1
Sponsor agrees to promote Power of the Purse via PSAs in the Greater Hartford market					✓						
Opportunity to host a booth and feature an item in the silent auction											✓



Women United members from the 2024 Power of the Purse event with Keynote Speaker Rita Moreno

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THE VALUE OF SPONSORSHIP

- Showcase your organization as a champion for local women and families
- Align your brand with United Way, partnering to eliminate poverty in all its forms
- Reach and recognition for your company in more than 100,000 impressions

WHY WOMEN UNITED?

- Proceeds from the event financially empower local women and families by offering skills and job training, free tax preparation and filing, financial education and income supports
- Dollars raised through Power of the Purse help Women United advance United Way's Onward860 vision of closing financial gaps and creating opportunities for a brighter future for the 860 region



WOMEN UNITED

LEADING THE CHARGE.
INSPIRING THE CHANGE.

STORY OF IMPACT



“As a single mom on a tight budget, being able to maximize my tax refunds and the money I have been able to save through this no-cost service has closed gaps for my family several times throughout our lives, including offsetting car repairs, medical bills and improving our housing.”

Maria Nunez, Former VITA volunteer and United Way Advocate

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

#POP25
unitedwayinc.org/women

   
@WUforUWCT



Sponsorship Levels	Deadline: Rolling	Sponsorship confirmation received after May 9, 2025 may not guarantee full benefits.	
<input type="checkbox"/> Presenting: \$30,000	<input type="checkbox"/> Welcome: \$20,000	<input type="checkbox"/> Keynote: \$20,000	<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"/> Small Business/Vendor \$500	<input type="checkbox"/> Table

Method of Payment																		
<input type="checkbox"/> Payment is enclosed. (Please make checks payable to United Way – Note: POP2025)																		
<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																		
<table style="width: 100%; border: none;"> <tr> <td style="width: 50%; border: none;"><input style="width: 95%;" type="text"/></td> <td style="width: 20%; border: none;"><input style="width: 95%;" type="text"/></td> <td style="width: 30%; border: none;"><input style="width: 95%;" type="text"/></td> </tr> <tr> <td style="border: none;">Credit Card Number</td> <td style="border: none;">Exp. Date</td> <td style="border: none;">CCV</td> </tr> <tr> <td style="border: none;"><input style="width: 95%;" type="text"/></td> <td colspan="2" style="border: none;"><input style="width: 95%;" type="text"/></td> </tr> <tr> <td style="border: none;">Name as it appears on Credit Card</td> <td colspan="2" style="border: none;">Phone Number</td> </tr> <tr> <td style="border: none;"><input style="width: 95%;" type="text"/></td> <td colspan="2" style="border: none;"><input style="width: 95%;" type="text"/></td> </tr> <tr> <td style="border: none;">Signature (REQUIRED)</td> <td colspan="2" style="border: none;">Date</td> </tr> </table>	<input style="width: 95%;" type="text"/>	<input style="width: 95%;" type="text"/>	<input style="width: 95%;" type="text"/>	Credit Card Number	Exp. Date	CCV	<input style="width: 95%;" type="text"/>	<input style="width: 95%;" type="text"/>		Name as it appears on Credit Card	Phone Number		<input style="width: 95%;" type="text"/>	<input style="width: 95%;" type="text"/>		Signature (REQUIRED)	Date	
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Signature (REQUIRED)	Date																	

Organization Information	(NOTE: Name will appear in printed materials as provided below.)	
Name:	<input style="width: 95%;" type="text"/>	
Address:	<input style="width: 95%;" type="text"/>	
Phone:	<input style="width: 45%;" type="text"/>	Email: <input style="width: 45%;" type="text"/>

Organization Contact Name for Guest List, Ad Copy, etc.	(If different from above.)	
Name:	<input style="width: 95%;" type="text"/>	
Address:	<input style="width: 95%;" type="text"/>	
Phone:	<input style="width: 45%;" type="text"/>	Email: <input style="width: 45%;" 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 19, 2025 to:

Gail Millerick at gmilleric@unitedwayinc.org

