

SPONSORSHIP OPPORTUNITIES



**OCTOBER 22, 2025
5:00 - 8:30 P.M.
HARTFORD MARRIOTT DOWNTOWN**

CTImpaCTAwards.org



ABOUT THE IMPACT AWARDS

The 3rd Annual FOX61 and United Way ImpaCT Awards honor and recognize giving, caring and impactful individuals, groups and organizations across the state of Connecticut. The ImpaCT Awards will recognize eight individuals and four organizations through these awards who are Making an ImpaCT day-in and day-out in the places where we live, work and play.

Additionally, the ImpaCT Award Ceremony will be broadcasted on FOX61 and will be streamed on FOX61+ in a special one-hour broadcast, and will be available on FOX61+ to rewatch.

ABOUT UNITED WAY

United Way is a 501(c)(3) nonprofit organization serving 52 communities across central and northeastern Connecticut. United Way closes gaps in child literacy, housing, wages and life expectancy so the 860 region is an equitable place where everyone succeeds. Together, we are United to End Poverty. Learn more at unitedwayinc.org.



UNITED WAY

Central and Northeastern
Connecticut

ABOUT FOX61

FOX61/CW20 are owned and operated by TEGNA, Inc., an innovative media company that serves the greater good of its communities. Across platforms, TEGNA delivers relevant and trusted content by telling empowering stories, conducting impactful investigations and providing innovative and unparalleled solutions for advertisers through TEGNA Marketing Solutions. Learn more at FOX61.com.



IMPACT AWARDS CEREMONY

The ImpaCT Awards Ceremony will take place
Wednesday, October 22, 2025
Hartford Marriott Downtown
5:00 – 8:30 p.m.

2024 IMPACT AWARD RECIPIENTS



George Bahamonde
Lifetime Achievement
Arnold Chase
Chase Enterprises



Unsung Hero
Helen Nixon
Nixon Realty



Impactful Woman
Fereshteh Ganjavi
Elena's Light, Inc.



Impactful Emerging
Leader
Jaymie Bianca
St. Matthew School



Impactful Educator
Candace Donaldson
Posh Paint



Impactful Diversity,
Equity and Inclusion
YWCA, New Britain



Impactful Community
Organization
**Compass Youth
Collaborative**



Impactful Small Business
**Cornerstone
Counseling Center**



Impactful Company
**American Eagle
Financial Credit
Union**

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 and FOX61's strong, trusted brands to increase visibility and create brand lift in the communities we serve.

Benefits include:

- Visibility through promotion on United Way's multimedia platforms with exposure to nearly 40,000 consumers (web, social media, email)
- Visibility through promotion on FOX61's multimedia platforms including on-air, streaming and website.
- Opportunity to positively impact the lives of residents across the region through United Way-supported initiatives. Together, we are United to End Poverty.

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: \$20,000

BENEFITS INCLUDE:

- Company name included in event title on all event promotion and communications
- Three (3) tables of ten (30 tickets) with priority seating
- :30 commercial to air in-event and in-broadcast
- Sponsor and present one award category on stage
- Two (2) full page ads in program book with priority placement
- Company logo prominently included on all event marketing assets (print and digital)
- Company-branded giveaway item for all event attendees
- Opportunity to display a company-branded banner in networking area
- Reserved table in networking area
- Company logo included on event staging
- In-event sponsorship recognition
- Participate in pre-event media interviews (pending availability)
- Five (5) tickets to finalist media event*
- Multimedia sponsorship recognition pre- and post-event
- Opportunity to have twenty (20) corporate employees participate in United Way 860Cares volunteer engagement
- A minimum of 20 (:30) exclusive tagged promotional spots with audio and video sponsor identification for the event to run on FOX61 and CW20

PLATINUM SPONSOR

INVESTMENT: \$10,000

BENEFITS INCLUDE:

- Two (2) tables of ten (20 tickets) with preferred seating
- Sponsor and present one award category on stage
- One (1) full page ad in program book with preferred placement
- Company logo included on event marketing assets (print and digital)
- In-event sponsorship recognition
- Five (5) tickets to finalist media event*
- Multimedia sponsorship recognition pre- and post-event
- Opportunity to have ten (10) corporate employees participate in United Way 860Cares volunteer engagement
- A minimum of 20 (:30) shared promotional spots with logo identification running on FOX61/CW20

*Requires sponsorship confirmation prior to August 1, 2025

GOLD SPONSOR

INVESTMENT: \$5,000

BENEFITS INCLUDE:

- One (1) table of ten (10 tickets)
- Opportunity to sponsor and present one award category on stage, pending availability
- One (1) full page ad in program book with preferred placement
- Company logo included on event marketing assets (print and digital)
- In-event sponsorship recognition
- Five (5) tickets to finalist media event*
- Multimedia sponsorship recognition pre- and post-event

SILVER SPONSOR

INVESTMENT: \$2,500

BENEFITS INCLUDE:

- One (1) table of ten (10 tickets)
- One (1) full page ad in program book with preferred placement
- Company logo included on event marketing assets (print and digital)
- Two (2) tickets to finalist media event*
- Multimedia sponsorship recognition pre- and post-event

*Requires sponsorship confirmation prior to August 1, 2025

ENHANCEMENTS

\$1,000 additional investment per offering

CENTERPIECES

Company logo displayed on all event table centerpieces

AWARD CATEGORY

Company sponsors and presents an award category during the event program

PHOTO BOOTH

Company logo featured on all photos and videos captured at the photo booth

PROGRAM AD SPECIFICATIONS

Deadline: October 1, 2025

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 and other effects used in vector format software
- Illustrator or InDesign must be flattened

2025 SPONSORSHIP OPPORTUNITIES AT-A-GLANCE

	DIAMOND	PLATINUM	GOLD	SILVER	CENTERPIECES	AWARD CATEGORY	PHOTOBOOTH
Investment	\$20,000	\$10,000	\$5,000	\$2,500	\$1,000	\$1,000	\$1,000
Company name on all event promotion	✓						
:30 commercial to air in-event	✓						
Company branded giveaway for all event attendees	✓						
Company banner in networking area	✓						
Reserved table in networking area	✓						
Company logo on event staging	✓						
Participate in pre-event media interviews	✓						
FOX61 advertising package	✓	✓					
20 :30 tagged promo spots to run on FOX61	✓	✓					
860Cares Volunteer engagement event	20 empolyees	10 empolyees					
Present one award on stage	✓	✓	✓			✓	
In-event sponsor recognition	✓	✓	✓				
Company logo on all event marketing assets	✓	✓	✓	✓			
Multimedia recognition	✓	✓	✓	✓			
Tickets to finalist media event	5	5	5	2			
Tickets to award ceremony	30	20	10	10			
Ad in program book	2-full	full	full	full			
Company logo on event centerpieces					✓		
Company logo featured on all photos captured at the photo booth							✓

SPONSORSHIP CONFIRMATION FORM

SPONSORSHIP LEVELS

Deadline: Rolling

- ☐ Diamond: \$20,000 ☐ Platinum: \$10,000 ☐ Gold: \$5,000 ☐ Silver: \$2,500
- ☐ Centerpieces \$1,000 ☐ Award Category \$1,000 ☐ Photo Booth: \$1,000

METHOD OF PAYMENT

- ☐ Payment is enclosed (Please make checks payable to United Way - Note: Impact Awards)
- ☐ Please bill me at the address below
- ☐ Credit Card

For "bill me" and "credit card" selections, United Way will reach out to you directly with secure payment options.
You can also visit ctimpactawards.org to confirm and pay your sponsorship through our secure event site via credit card.

ORGANIZATION INFORMATION

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

Name

Address

Email Phone number

ORGANIZATION CONTACTS

NOTE: If different from above

Name

Address

Email Phone number

Please provide your business/organization's high-resolution logo in a JPG, PNG or EPS format by October 1 to Gail Millerick at gmillerick@unitedwayinc.org.

Please submit this registration form electronically to gmillerick@unitedwayinc.org
or mail to United Way, One State Street, Suite 1710 Hartford, CT 06103