

WOMEN UNITED

# POWER *of the* PURSE

Presented by:  Hartford HealthCare



## SPONSORSHIP OPPORTUNITIES

### FEATURING KEYNOTE SPEAKER: STEPHANIE LAND

Bestselling author, memoirist, and economic justice advocate - debuted her memoir "Maid" as a recount of her harrowing saga as a single mom navigating the poverty trap. Land's second memoir "Class" picks up where "Maid" left off as she faced the new challenges of being a poor college student and single parent.



POWER OF THE PURSE  
CO-CHAIRS  
2026



**Wendi Maruschock**  
The Hartford



**Carla Nunzianta**  
Hartford HealthCare

# JUNE 11, 2026

Connecticut Convention Center

8:30 a.m.	Doors Open
9:00 - 10:00 a.m.	Pre-Event Networking and Silent Auction
10:00 - 11:00 a.m.	Main Event and Brunch

  
@unitedwayinc  
unitedwayinc.org

 **UNITED WAY**  
Central and Northeastern  
Connecticut

**ONWARD860**   
United to End Poverty

# WHY YOUR SPONSORSHIP MATTERS

For more than 15 years, United Way Women United's Power of the Purse 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.



## 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
- Logo inclusion on all digital and printed event material
- Participation 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

## 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 at event, 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

## MISSION MOMENT SPONSOR

INVESTMENT: \$20,000

EXCLUSIVE OPPORTUNITY!

- Company logo in sponsor listing in event program, in event presentation, on event signage
- Name recognition during the event
- Host a post-event experience with the keynote speaker for your company's employees
- Speaking opportunity in event program (pre-approved by UWCNCT)
- Company logo on mobile bidding technology
- Mentions in media outreach
- Photo with keynote speaker
- Logo inclusion on all digital and printed event material
- 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 8, 2026

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



## WELCOME SPONSOR

INVESTMENT: \$20,000

INDUSTRY EXCLUSIVE OPPORTUNITY!

- 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
- Logo inclusion on all digital and printed event material
- 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

## AUCTION SPONSOR

INVESTMENT: \$15,000

INDUSTRY EXCLUSIVE OPPORTUNITY!

- 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\*

INDUSTRY EXCLUSIVE OPPORTUNITY!

- 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

\*combination of gift and in-kind trade

## 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
- 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 8, 2026

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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 select 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 select 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

## 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

## SPONSOR TABLE

INVESTMENT: \$1,750

UNLIMITED OPPORTUNITIES

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

## PROGRAM AD SPECIFICATIONS

DEADLINE: MAY 8, 2026

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)

# LAST YEAR, THANKS TO YOUR SUPPORT:

**347 ADULTS**

earned career-relevant licenses, certificates, and/or credentials

**675 INDIVIDUALS**

gained employment after completing a United Way-supported initiative

**3,674 ADULTS**

increased their household income by accessing supplemental benefits and reducing costs

**946 INDIVIDUALS**

increased their wages after completing a United Way-supported initiative

Commitment required by May 8, 2026  
The purchase of standalone ads must be paid in advance of the event.

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# 2026 SPONSORSHIP OPPORTUNITIES AT-A-GLANCE

	PRESENTING	KEYNOTE	MISSION MOMENT	WELCOME	AUCTION	MEDIA	PREMIUM	PLATINUM	GOLD	SILVER	BRONZE	SMALL BUSINESS/ VENDOR
Investment	\$30,000	\$20,000	\$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	Philanthropist	Advocate	Advocate	Advocate					
Ads on social media	✓	✓	✓	✓	✓	✓	✓	✓	✓			
Digital and 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	Full Page	Half Page	Half Page	Quarter Page	Half Page
Event tickets	40	20	30	30	20	20	10	10	10	10	10	1
Logo inclusion on all digital and printed event material	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		
Name on all digital and printed event material											✓	
Logo on each auction item and auction site					✓							
Opportunity for pre- or post-event with keynote speaker		✓	✓									
Logo on mobile bidding technology			✓									
Sponsor agrees to promote Power of the Purse via PSAs in the Greater Hartford market						✓						



Commitment required by May 8, 2026

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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

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#POP26  
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 **UNITED WAY**  
Central and Northeastern  
Connecticut

**ONWARD860** >>>  
United to End Poverty