

SPONSORSHIP OPPORTUNITIES



OCTOBER 28, 2026

5:00 - 8:30 P.M.

HARTFORD MARRIOTT DOWNTOWN

CTImpaCTAwards.org



ABOUT THE IMPACT AWARDS

The 4th 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 56 communities across central and northeastern Connecticut. United Way closes gaps in child literacy, housing, wages and life expectancy so everyone in the 860 region 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.

FOX61



IMPACT AWARDS CEREMONY

The ImpaCT Awards Ceremony will take place
Wednesday, October 28, 2026
5:00 – 8:30 p.m.

2025 IMPACT AWARD RECIPIENTS



George Bahamonde
Lifetime Achievement
Barbara Dalio
Dalio Education



Unsung Hero
Samantha Merwin
Elbowbumpkid Inc.



Impactful Woman
Patricia E. Kelly
Ebony Horsewomen



Impactful Emerging Leader
Kristina Walton
Seymour Oxford Food
Bank



Impactful Educator
Dr. Robert Polselli, Jr.
Killingly High School



Impactful Diversity,
Equity and Inclusion
**Horizons at
Westminser**



Impactful Community
Organization
**Malta House of Care,
Greater Hartford**



Impactful Small Business
**Bob's Jerky for A
Cause**



Impactful Company
Bank of America

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: \$30,000

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*
- Creation of custom promotional spot highlighting your business as a sponsor of the ImpaCT Awards.
- Minimum 50 custom (:30) promotional spots for the Impact Awards featuring spokesperson from your business
- 333,333 IMPS on FOX61+ (Client commercial or promotional spot for event). Can be targeted geographically, by income or demo.
- Opportunity to have twenty (20) corporate employees participate in United Way 860Cares volunteer engagement

PHILANTHROPY SPONSOR

INVESTMENT: \$20,000

BENEFITS INCLUDE:

- Micro-grants for the eight award category winners to donate to a cause of their choice
- Three (3) tables of ten (30 tickets) with priority seating
- Sponsor and present one award category on stage
- Two (2) full page ads in program book with priority placement
- Organization or individual name included on all event marketing assets (print and digital)
- Reserved table in networking area
- Organization or individual name included on event staging
- In-event sponsorship recognition
- Participate in pre-event media interviews (pending availability)
- Five (5) tickets to finalist media event*
- 333,333 Impressions on FOX61+ (Client commercial or shared promotional message). Can be targeted geographically, by income or demo.
- Opportunity to have twenty (20) professional and/or personal contacts participate in United Way 860Cares volunteer engagement
- A minimum of 25 (:30) shared promotional spots with audio and sponsor identification for the event run on FOX61 and CW20

*Requires sponsorship confirmation prior to July 1, 2026

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*
- 25 shared promotional spots airing on FOX61/CW20
- Opportunity to have ten (10) corporate employees participate in United Way 860Cares volunteer engagement

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

CENTERPIECE SPONSOR

EXCLUSIVE OPPORTUNITY!

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 displayed on all event table centerpieces
- Company logo included on event marketing assets (print and digital)
- Two (2) tickets to finalist media event*
- Multimedia sponsorship recognition pre- and post-event

PHOTOBOOTH SPONSOR

EXCLUSIVE OPPORTUNITY!

INVESTMENT: \$1,500

BENEFITS INCLUDE:

- One half table of five (5 tickets)
- One (1) half-page ad in program book
- Company name included on event marketing (print and digital)
- Company logo featured on photos and/or videos captured via the photo booth at the event
- Two (2) tickets to finalist media event*
- Digital sponsorship recognition pre- and post-event

SMALL BUSINESS/NONPROFIT SPONSOR

INVESTMENT: \$750

BENEFITS INCLUDE:

- Two (2) tickets
- One (1) quarter-page ad in program book
- Digital sponsorship recognition pre- and post-event

*Requires sponsorship confirmation prior to July 1, 2026

2026 SPONSORSHIP OPPORTUNITIES AT-A-GLANCE

	DIAMOND	PHILANTHROPY	PLATINUM	GOLD	SILVER	CENTERPIECES	PHOTOBOOTH	SMALL BUSINESS/ NONPROFIT
Investment	\$30,000	\$20,000	\$10,000	\$5,000	\$2,500	\$2,500	\$1,500	\$750
Micro-grants for winners		✓						
:30 commercial to air in-event	✓							
Company branded giveaway for all event attendees	✓							
Company banner in networking area	✓							
50 custom (:30) promotional spots	✓	✓						
Company name on all event promotion	✓	✓						
333,333 Impressions on FOX61+	✓	✓						
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 volunteers	20 volunteers	10 volunteers					
Present one award on stage	✓	✓	✓	✓				
In-event sponsor recognition	✓	✓	✓	✓				
Tickets to finalist media event*	5	5	5	5	2	2		
Company logo on all event marketing assets	✓	✓	✓	✓	✓	✓		
Multimedia recognition	✓	✓	✓	✓	✓	✓		
Pre- and post-event recognition	✓	✓	✓	✓	✓	✓	✓	✓
Tickets to award ceremony	30	30	20	10	10	10	10	2
Ad in program book	2-full	2-full	full	full	full	full	half	quarter
Company logo on event centerpieces						✓		
Company logo on all photos captured at the photo booth							✓	

*Requires sponsorship confirmation prior to July 1, 2026

PROGRAM AD SPECIFICATIONS

Deadline: October 1, 2026

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

SPONSORSHIP CONFIRMATION FORM

SPONSORSHIP LEVELS

Deadline: Rolling

☐ Diamond: \$30,000

☐ Philanthropy: \$20,000

☐ Platinum: \$10,000

☐ Gold: \$5,000

☐ Silver: \$2,500

☐ Centerpieces \$2,500

☐ Photobooth: \$1,500

☐ Small Business/nonprofit: \$750

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