WOMEN UNITED

POWER of the PURSE

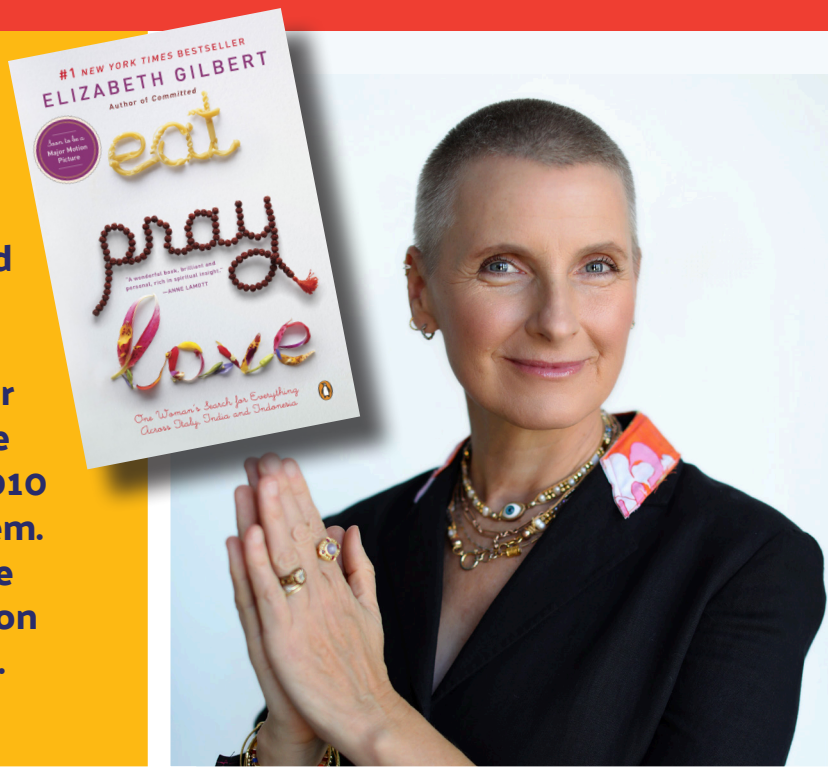
Presented by

Hartford HealthCare

SPONSORSHIP OPPORTUNITIES

FEATURING KEYNOTE SPEAKER: ELIZABETH GILBERT

Gilbert's memoir, "Eat, Pray, Love", exploded onto the scene in 2006. The #1 New York Times bestseller famously chronicled the year Gilbert spent traveling the world after a shattering divorce. Translated into more than 30 languages, it was adapted into a 2010 film starring Julia Roberts and Javier Bardem. Following "Eat, Pray, Love", Gilbert wrote "Committed: A Love Story", a meditation on marriage as a sociohistorical institution.



POWER OF THE PURSE 2027 CO-CHAIRS



Gina D'Ambruoso
TD Bank



Jocelyn DeMaio
The Hartford

JUNE 10, 2027

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 16 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 end working and extreme poverty in the 860 region.

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
- Digital and social media recognition
- 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
- Digital and social media recognition
- 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, up to three minutes)
- Company logo on mobile bidding technology
- Mentions in media outreach
- Photo with keynote speaker
- Logo inclusion on all digital and printed event material
- Digital and social media recognition
- 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 7, 2027

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

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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, up to three minutes)
- Mentions in media outreach
- Photo with keynote speaker
- Logo inclusion on all digital and printed event material
- Digital and social media recognition
- 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
- Name recognition during the event
- Company logo included with each auction item
- Mentions in media outreach
- Ads on social media
- Logo inclusion on all digital and printed event material
- Digital and social media recognition
- 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 PSAs, ads and live media coverage in the Greater Hartford market
- Name recognition during the event
- Logo inclusion on all digital and printed event material
- Digital and social media recognition
- 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

*combination of gift and in-kind trade

PREMIUM SPONSOR

INVESTMENT: $10,000

UNLIMITED OPPORTUNITIES!

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

PLATINUM SPONSOR

INVESTMENT: $7,500

UNLIMITED OPPORTUNITIES!

- Name recognition during the event
- Logo inclusion on all digital and printed event material
- Digital and social media recognition
- Ads on social media
- One full page ad in event program book
- 10 event tickets

Commitment required by May 7, 2027

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GOLD SPONSOR

INVESTMENT: $5,000

UNLIMITED OPPORTUNITIES

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

SILVER SPONSOR

INVESTMENT: $3,000

UNLIMITED OPPORTUNITIES

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

BRONZE SPONSOR

INVESTMENT: $2,500

UNLIMITED OPPORTUNITIES

- Name recognition at event
- Company name listing on select digital and printed event material
- Quarter page ad in program book
- 10 event tickets

SMALL BUSINESS/VENDOR

INVESTMENT: $500*

LIMITED AVAILABILITY!

- 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)
- Half page ad in event program book
- One event ticket

*customizations available upon request

PROGRAM AD SPECIFICATIONS

DEADLINE: MAY 7, 2027

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:

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

464 INDIVIDUALS gained employment after completing a United Way-supported initiative

2,034 ADULTS increased their household income by accessing supplemental benefits and reducing costs

418 INDIVIDUALS increased their wages after completing a United Way-supported initiative

Commitment required by May 7, 2027
The purchase of standalone ads must be paid in advance of the event.

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2027 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
Name in the title of the event	✓											
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	✓	✓	✓	✓	✓	✓						
Industry exclusive	✓	✓	✓	✓	✓	✓						
Two Women United memberships at level:	Philanthropist	Philanthropist	Philanthropist	Philanthropist	Advocate	Advocate	Advocate					
Ads on social media	✓	✓	✓	✓	✓	✓	✓	✓	✓			
Digital and social media recognition	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		
Logo inclusion on all digital and printed event material	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		
Name recognition at event	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Ad in event program book	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 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						✓						
Opportunity to host a booth during pre-event auction												✓

Commitment required by May 7, 2027

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WOMEN UNITED

LEADING THE CHARGE. INSPIRING THE CHANGE.

THE VALUE OF YOUR SPONSORSHIP

- Showcase your organization as a champion for local women and families
- Align your brand with United Way, partnering to eliminate poverty in the 860 region
- Reach and recognition for your company with 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





STORY OF IMPACT

Without access to transportation, work was unsteady, forcing her to constantly weigh difficult choices. That is until 860Rides, a United Way-supported initiative, when Tatiana's world significantly opened up.

"I think it's really important to understand that if you don't have transportation, it impacts a lot of what you can do and what you won't do," said Tatiana, an 860Rides Champion.

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#POP27
unitedwayinc.org/women

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unitedwayinc.org

UNITED WAY Central and Northeastern Connecticut

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UNITED WAY
Central and Northeastern Connecticut

WOMEN UNITED
POWER of the PURSE

SPONSORSHIP CONFIRMATION FORM

SPONSORSHIP LEVELS

Deadline: Rolling

- ☐ Presenting: $30,000
- ☐ Welcome: $20,000
- ☐ Mission Moment: $20,000
- ☐ Keynote: $20,000
- ☐ Auction: $15,000
- ☐ Media: $12,500
- ☐ Premium: $10,000
- ☐ Platinum: $7,500
- ☐ Gold: $5,000
- ☐ Silver: $3,000
- ☐ Bronze: $2,500
- ☐ Vendor: $500

METHOD OF PAYMENT

If you select "bill me" or "credit card", United Way's Finance Team will contact you directly to make a secure payment arrangement.

- ☐ Payment is enclosed
  Please make checks payable to United Way - Note: POP27
- ☐ Bill Me
  Please bill me at the address below
- ☐ 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 when submitting this confirmation form. Thank you!

Questions? Contact 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