

# UNITED WAY OF WEST CENTRAL CONNECTICUT YEAR-LONG SPONSORSHIP

*IMAGINE WHAT WE CAN DO TOGETHER!*

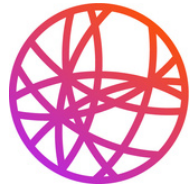


United Way of  
West Central Connecticut



# 2023 YEAR LONG SUPPORTERS

## Premiere Sponsors



**BARNES**



**WebsterBank®**

## Gold Sponsors



**Torrington  
Savings Bank**

## Silver Sponsors



**Bristol Health**

**Central Connecticut  
Chambers of Commerce**

*one region. one voice.*

**D'AMATO**



**Thomaston  
Savings Bank**

**ROLAND DUMONT**

# OVERVIEW OF PROGRAM

***Why sign up as a Corporate Sponsor with United Way?*** We will help you advertise your company and reinforce your reputation as a good corporate citizen with customers, employees, and residents of Bristol, Burlington, Plainville, and Plymouth/Terryville. Experience the guaranteed reach of local marketing exposure and benefit from the positive image of supporting United Way of West Central Connecticut.

## HOW IT WORKS

Corporate sponsors provide a single donation that supports United Way's special events, campaign materials, and marketing programs, eliminating multiple requests. In return, your company's support is promoted throughout the year. In addition, you help United Way keep overhead costs low, so we can put more money back into the community!

## GUARANTEED VISIBILITY

We link your company to the general public and more than 2,000 loyal donors and volunteers. You receive year-round identification at special events and in advertising and key communication pieces.

## RETURN ON INVESTMENT

Our sponsorship packages deliver tangible impressions and measured media value far exceeding the cost of sponsorship. Four levels of sponsorship are available to best fit your budget and meet your needs. Packages start as low as \$3,750. At the end of the year, you will receive a sponsorship summary detailing your visibility. You will also receive first right of negotiation in the following year.

# BENEFITS

	Silver \$3,750	Gold \$5,000	Platinum \$7,500	Premier \$10,000
<b>Digital Media/Exposure</b>				
Logo on UW website with link to your website	✓	✓	✓	✓
Recognition in UWWCC staff email signatures			Featured one month	Featured one month
Recognition on UWWCC social media sites	✓	✓	✓	✓
Recognition in UWWCC newsletter	Name	Name	Logo	Logo
Credits in UWWCC campaign video	Name	Name	Logo	Logo
<b>Community Impact</b>				
Group Volunteer Opportunity - includes volunteer t-shirt with sponsors on the back	4 shirts	6 shirts	8 shirts	10 shirts
<b>Day of Caring</b>				
T-shirt recognition - back of shirt	Name	Small Logo	Medium Logo	Large Logo
Company displayed inside transport buses	Name	Logo	Logo	Logo
<b>Golf Tournament</b>				
Sponsorship Name & Players	Includes 2 Golfers	Includes 4 Golfers	Includes 4 Golfers	Includes 8 Golfers
Company Signage	Name on Registration Sign & Tee Box	Name on Registration & Breakfast Signs & Tee Box	Logo on all Event Signage, Tee Box, Company Banner	Logo on all Event Signage, Oasis Signs, Tee Box, Company Banner
<b>Community Builders' Reception</b>				
Attendance/Tickets	2 Tickets	4 Tickets	8 Tickets	10 Tickets
Invitation/Program Book	Name & Business Card Ad	Name & Half Page Ad	Logo & Half Page Ad	Logo & Full Page Ad
Acknowledgement at Event	Name on Table Tent & Event Signage	Name on Table Tent & Event Signage	Logo on Table Tent & Event Signage	Logo on Table Tent & Event Signage
<b>Fall Wine &amp; Beer Tasting</b>				
Attendance/Tickets	2 Tickets	4 Tickets	4 Tickets	6 Tickets
Acknowledgement at Event	Name on Event Signage	Name on Event Signage	Logo on Event Signage	Logo on Event Signage
<b>Joy of Sharing (Food &amp; Toy Drives)</b>				
Recognition at Collection Sites			✓	✓
<b>TRIAD/SALT Council</b>				
Acknowledgement at Event			Logo on Event Signage	Logo on Event Signage

# COMMITMENT

**Yes!** Our company commits to be a United Way of West Central Connecticut Year Long Corporate Sponsor! (Sponsorship runs January through December.)

Premier = \$10,000    Platinum = \$7,500    Gold = \$5,000    Silver = \$3,750

Company Name: \_\_\_\_\_ Sponsor Level: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Return the completed form to:  
 United Way of West Central CT  
 440 North Main Street, Suite D,  
 Bristol, CT 06010