



United Way of  
Greater New Haven



# SPONSORS CHANGE WHAT'S POSSIBLE PARTNER WITH UNITED WAY!

When you align with United Way you enhance your company's philanthropic visibility **and** you support children and families in Greater New Haven.

## SPONSORSHIP PROVIDES

- Visibility as a strong supporter with exposure to over 24,300 local donors and volunteers.
- Co-branding with the #1 non-profit in the world - United Way!
- Opportunity to enhance the lives of over 50,000 people in the greater New Haven region.
- Measurable media value. United Way of Greater New Haven earns 400,000 impressions annually.

## ANNUAL SPONSORSHIP PACKAGE

### COMMUNITY BUILDER - \$5,000

The perfect package for your community-minded company who cares about the power of volunteering and giving back. Maximize impact at 3 community events. Last year, United Way volunteers donated 19,141 hours of their time! Your support will help expand our volunteer events and make a greater impact in our fight for the Health, Education, and Financial Stability of every person in our region.

### BENEFITS:

- Speaking opportunity and Platinum event sponsorship benefits for the LIVE UNITED Celebration.
- Gold level sponsorship benefits for two events of your choice (see reverse).
- Featured in our monthly e-newsletter (7,500 impressions).
- Company's logo featured on our website, hyperlinked to your website.
- Customized volunteer/impact event for your employees.
- Recognition in our annual Community Report.

Questions? Contact Jessica Teta, Director of Development, 203-691-4231 or [jteta@uwgnh.org](mailto:jteta@uwgnh.org).

Event  
sponsorships  
on reverse  
side ►

## EVENT AND PROGRAM SPONSORSHIP OPPORTUNITIES

DATE	EVENT	DESCRIPTION
December 2020	Winter Day of Caring	Community collection event providing essential weather gear and toys for families.
January 2021	Equity Challenge	A multi-day guided learning journey for the community to help build a deeper understanding of how inequity and racism affect our lives and the community.
Winter, Spring Summer 2021	Neighborhood Food Distributions	Pop-up food pantries throughout Greater New Haven to get fresh vegetables, meat and milk into the hands of families who need help the most.
Spring & Summer 2021	Virtual Donor Impact Updates	United Way's CEO shares insights about the impact giving is having on our community.
March 2021	Read Across America (Virtual)	Volunteers serve as virtual guest readers to over 4,000 elementary school students across the region and schools receive new books for their classroom libraries.
January-April 2021	VITA (Volunteer Income Tax Assistance)	Free tax preparation services for families provided by volunteers. Nearly 6,000 households will be served at 17 sites throughout Greater New Haven returning over \$7.3 million back to the community.
Spring & Fall 2021	Big Ideas Breakfast	Local content experts discuss relevant and current information to our major donors and community leaders.
Spring 2021	LIVE UNITED Celebration	Annual award celebration to thank all United Way volunteers and corporate partners that provided their time, talent and treasure throughout the year.
June 2021	Day of Action	A global event where communities come together to harness the volunteer spirit and improve the conditions in which they live.
Fall 2021	United Way Day Of Caring	Annual event that mobilizes the caring power of volunteers to beautify and revitalize our community and give back - TBD based on community need.
Ongoing	Women United	Initiative committed to help "100 Families Thrive" by ensuring women-led households are financially stable, have access to healthy food and can nurture children to have a secure start in life.

## SPONSORSHIP LEVEL & BENEFITS

BENEFITS	Platinum \$2,500	Gold \$1,500	Silver \$1,000	Bronze \$500
Featured in Thank You video	●			
Featured in event press release and media coverage	●	●		
Featured in all email & print marketing materials	●	●		
Priority choice of volunteer slots for event	●	●	●	
Company is listed on United Way's website	●	●	●	
Company is recognized in United Way social media posts	●	●	●	●
Certificate of Appreciation	●	●	●	●

\*Select events will have a \$5,000 lead sponsor level.

# SPONSORSHIP COMMITMENT FORM

## COMMUNITY BUILDER - LEVEL: \$5,000

Includes LIVE UNITED Celebration, plus select 2 more events to receive sponsor benefits at Gold Level.

Event 1: LIVE UNITED Celebration

Event 2:

Event 3:

## EVENT SPONSORSHIP(S)

Select any event(s) with the corresponding sponsor level of your choosing.

Event 1:

Level: \$

Event 2:

Level: \$

Event 3:

Level: \$

# THANK YOU FOR YOUR SUPPORT!

NAME

COMPANY

ADDRESS/P.O. BOX

CITY/STATE/ZIP

E-MAIL ADDRESS

PHONE

### Payment Options

- Check enclosed (payable to UWGNH)  
 Please provide invoice  
 AMEX  Discover  MasterCard  Visa

Total: \$ \_\_\_\_\_

CARD NUMBER

EXP. DATE (MM/YY)

NAME ON CARD (please print)

SIGNATURE (REQUIRED)

DATE

Questions? Contact Jessica Teta, Director of Development, 203-691-4231 or [jteta@uwgnh.org](mailto:jteta@uwgnh.org).



**United Way of Greater New Haven**

370 James Street | Suite 403 | New Haven, CT 06513 | 203-772-2010 | [uwgnh.org](http://uwgnh.org)