



Middlesex United Way

## Value of the United Way Brand

- Ranked at number 26 in the Top 50 of most valuable brands according to *Forbes* magazine with a brand value of \$14.3 billion.
- United Way was the only non-profit included in the list.
- Ranked #1 in “The Philanthropy 400” in *The Chronicle of Philanthropy* as the most successful charity.
- LIVE UNITED now has 43% public recognition since launching in the spring of 2008.
- United Way has 91% recognition from the general population.
- Nearly \$125 million worth of donated media has been made possible through our unique partnership with the Ad Council, who embraced the LIVE UNITED message.
- LIVE UNITED is ranked in the top 10 of all Ad Council campaigns.

## The Advantages of Sponsorship

Advertise your company and reinforce your reputation as a good corporate citizen with customers, employees, and Middlesex County residents. Experience the guaranteed reach of local marketing exposure and benefit from the positive image of supporting Middlesex United Way.

### How It Works

Our corporate sponsors provide a single donation that supports United Way’s 2011/12 special events, campaign materials, and marketing programs, eliminating multiple sponsorship requests. In return, your company’s support is promoted throughout the year.

### Guaranteed Visibility

- We link your company to the general public and more than 7,500 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 \$1,000.

### Turnkey Partnerships

- We will provide a sponsorship summary.
- You will receive first right of negotiation in the following year.

### Term

September 1, 2011 – August 31, 2012

## 2011/12 CORPORATE SPONSORSHIP PROGRAM

Enhance your visibility by partnering with one of the world’s most valuable brands.



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# 2011/12 Middlesex United Way Corporate Sponsor Packages

## **Platinum Sponsor: \$7,500**

- Category exclusivity (at the Platinum level)
- Logo on Live United t-shirts
- Logo in measured media
  - Middlesex Chamber of Commerce website (homepage, three months)
  - Unique print ad (choice of *Middletown Press*, *Hartford Courant*, or both *Valley Courier* and *Harbor News*)
  - Platinum sponsors print ad (*Middletown Press*)
  - *Day of Caring* & Campaign Recognition ads (*Middletown Press*, *Hartford Courant*)
  - Report to the Community ad (*Middletown Press*, *Hartford Courant*, *Valley Courier*, *Harbor News*)
- Logo in communications
  - United Way website home page, with link to your site & profile on sponsors page
  - E-newsletter (monthly) and email signatures (name, one month)
  - Annual Report, bi-annual newsletter and campaign film credits
  - Annual Meeting & Campaign Awards Breakfast
  - Logo on invitations, print program, slide show, unique sponsor banner and unique ad, live mentions

**377,075 impressions, media valued at \$7,596**

500 distributed  
191,900 impressions

180,950 impressions

3,725 impressions

## **Gold Sponsor: \$5,000**

- Logo on Live United t-shirts
- Logo in measured media
  - Middlesex Chamber of Commerce website (interior page, three months)
  - *Day of Caring* & Campaign Recognition ads (*Middletown Press*, *Hartford Courant*)
  - Report to the Community ad (*Middletown Press*, *Hartford Courant*, *Valley Courier*, *Harbor News*)
- Name in communications
  - United Way website: profile on sponsors page
  - E-newsletter (monthly) and email signatures (name, one month)
  - Annual Report, bi-annual newsletter and campaign film credits
  - Annual Meeting & Campaign Awards Breakfast
  - Logo on invitations, print program, slide show, sponsor banner, live mentions

**193,800 impressions, media valued at \$5,390**

500 distributed  
153,800 impressions

35,950 impressions

3,550 impressions

## **Silver Sponsor: \$2,500**

- Name on Live United t-shirts
- Name in measured media
  - Campaign Recognition ad (*Middletown Press*, *Hartford Courant*)
  - Report to the Community ad (*Middletown Press*, *Hartford Courant*, *Valley Courier*, *Harbor News*)
- Name in communications
  - United Way website: profile on sponsors page
  - Annual Report, bi-annual newsletter and campaign film credits
  - Annual Meeting & Campaign Awards Breakfast
  - Name on invitations, print program, slide show, sponsor banner, live mentions

**106,800 impressions, media valued at \$3,856**

500 distributed  
92,300 impressions

10,450 impressions

3,550 impressions

## **Bronze Sponsor: \$1,000**

- Name on Live United t-shirts
- Name in measured media
  - Campaign Recognition ad (*Middletown Press*, *Hartford Courant*)
- Name in communications
  - United Way website: profile on sponsors page
  - Annual Report, bi-annual newsletter and campaign film credits
  - Annual Meeting & Campaign Awards Breakfast
  - Name on invitations, print program, slide show, sponsor banner, live mentions

**50,400 impressions, media valued at \$1,196**

500 distributed  
38,100 impressions

8,250 impressions

3,550 impressions