

# SPONSORSHIP PROGRAM

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

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 7,500 loyal donors and volunteers.
- You receive year-round identification at special events and in advertising and key communication pieces.

## RETURN ON INVESTMENT

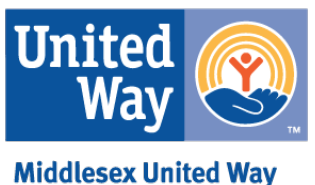
- Our sponsorship packages deliver tangible impressions and measured media value far exceeding the cost of sponsorship.
- Four levels of sponsorship are available to best fit your budget and meet your needs. Packages start as low as \$1,000.
- At the end of the year, you will receive a sponsorship summary detailing your visibility.
- You will receive first right of negotiation in the following year.

## TERM

January 1, 2018-December 31, 2018

**Middlesex United Way**

[MiddlesexUnitedWay.org](http://MiddlesexUnitedWay.org)



# CORPORATE SPONSORSHIP PACKAGES

		PLATINUM \$7,500	GOLD \$5,000	SILVER \$2,500	BRONZE \$1,000
<b>RECOGNITION</b>		188,740 impressions	124,565 impressions	86,065 impressions	52,400 impressions
Custom digital advertising on <i>MiddletownPress.com</i> , co-branded with United Way	10,000 impressions co-branding your company with United Way!	✓			
Middletown Press advertisement for Platinum Sponsors	This ad on <i>MiddletownPress.com</i> is exclusive for Platinum Sponsors.	✓			
Ad for your company in Annual Meeting Program Book/Annual Report	Submit a design of your choice!	Half Page			
Logo on United Way website homepage, with link to your website	10,000 impressions per year	✓			
Advertising on Middlesex Chamber website, including your logo	Ad will display for 3 months	Homepage	Subpages		
Middlesex United Way staff email signatures	You will be featured for 1 month, with link to your website: 1,500 impressions	✓	✓		
Middlesex United Way monthly e-newsletter	Monthly newsletter distributed to 3,000 donors, volunteers and friends	Logo	Logo	Name	
Advertising: 'Report to the Community' ads - Digital	<i>MiddletownPress.com, Courant.com</i>	50,000 impressions	25,000 impressions	10,000 impressions	
Advertising: 'Report to the Community' ads - Print	<i>Valley Courier, Harbor News</i> (17,000 impressions)	Logo	Logo	Name	
Advertising: 'Thank You' ads	<i>Middletown Press, Hartford Courant</i> (Total impressions: 30,000)	Logo	Logo	Name	Name
Recognition on LIVE UNITED t-shirts	The average t-shirt delivers 2,167 impressions in the community	Logo	Logo	Name	Name
Recognition at Annual Meeting and Campaign Awards Breakfast	Recognition on invitations, program, slide show, banners, plus live mentions	Logo	Logo	Name	Name
Recognition in Middlesex United Way annual report	Shared throughout the year	Logo	Name	Name	Name
Credits in annual Middlesex United Way campaign video	Approximately 6,000 views throughout Middlesex County	Logo	Name	Name	Name
Complementary LIVE UNITED t-shirts	The symbol of the LIVE UNITED movement	8	6	4	2
A plaque for your office recognizing your contribution	Presented at the Campaign Awards Breakfast	✓	✓	✓	✓
Company profile and logo on sponsors page of United Way website	Your opportunity to brag about your company	✓	✓	✓	✓

To sign up for the Corporate Sponsorship Program, please complete and return the form at right and email us your high resolution logo (EPS or JPG).  
 If you have signed up as a Platinum Sponsor, please submit a program ad for the Annual Meeting Program Book/Annual Report to [amanda.furlong@middlesexunitedway.org](mailto:amanda.furlong@middlesexunitedway.org) by December 30.  
 Please submit as PDF. Size: 5.5" wide x 4.25" tall.  
 For more information about any of these opportunities, please contact Eddie Carroll at [eddie.carroll@middlesexunitedway.org](mailto:eddie.carroll@middlesexunitedway.org) or (860) 346-8695.

## MANY THANKS TO OUR 2016-17 CORPORATE SPONSORS

Tocqueville Family Business Partners



Platinum Sponsors



Platinum Media Partner



Gold Sponsors



Silver Sponsors

Liberty Bank • MiddleOak • Shore Publishing (Zipo6) • Webster Bank

Bronze Sponsors

Allen's Abatement Services • A.R. Mazzotta Employment Specialists • Change, Inc • Carlson & Dumeer • KGS Insurance Services • Malloves Jewelers  
 Sara Etienne RE/MAX Edge • State Farm Insurance, Caleb Carney Agent

# COMMITMENT FORM

**YES!** Our company commits to be a 2017-18 Corporate Sponsor:

- Platinum Sponsor - \$7,500
- Gold Sponsor - \$5,000
- Silver Sponsor - \$2,500
- Bronze Sponsor - \$1,000

Please contact me. I would like more information.

Company Name: \_\_\_\_\_

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

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

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

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

Signature: \_\_\_\_\_

### Payment Preference:

- Enclosed
- One-time billing on \_\_\_\_\_ (date)
- Other (please specify): \_\_\_\_\_

Please email your high resolution corporate logo as you would like it to appear in all publications (JPG or EPS)

If you have signed up as a Platinum Sponsor, please submit a program ad for the Annual Meeting Program Book/Annual Report to [amanda.furlong@middlesexunitedway.org](mailto:amanda.furlong@middlesexunitedway.org) by December 30. Please submit as PDF. Size: 5.5" wide x 4.25" tall

### Please return this completed form to:

Middlesex United Way  
 100 Riverview Center, Suite 230  
 Middletown, CT 06457

[eddie.carroll@middlesexunitedway.org](mailto:eddie.carroll@middlesexunitedway.org)

Fax: (860) 346-6044

**Benefit Term: Jan. 1, 2018-Dec. 31, 2018**

*The Corporate Sponsorship Program is a marketing initiative, not a charitable gift. Funds received through individual donations, workplace campaigns, and corporate gifts are not applied to the sponsorship program.*