

MIDDLESEX UNITED WAY SPONSORSHIP

2023 BENEFITS OVERVIEW
Bronze - Platinum Levels



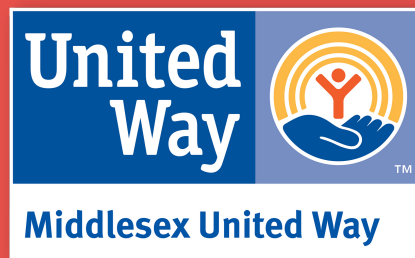
100 Riverview Center
Suite 230
Middletown, CT 06457



Follow us on Social Media



JOIN OUR MISSION!



Join us as we work to make Middlesex County a better place to live and work! Advertise your company and reinforce your reputation as a good corporate citizen with customers and employees. You will receive year-round exposure at our special events and in our social media and print advertising materials. We have multiple levels to best fit your budget and meet your needs. We look forward to joining forces to better serve our 15 towns.

SPONSORSHIP LEVELS

Platinum: \$7,500

(188,740 Impressions) Includes brand recognition on certain printed/digital campaign-related materials, including all invitations to Middlesex United Way events. Your company will be recognized on signage at events and mentioned by the host/emcee. Your logo will be included in digital newsletters and social media posts. It will also be printed on campaign t-shirts and/or other apparel. Your logo will be included in staff email signatures for a total of 180 days. You will receive priority invitations to events hosted by Middlesex United Way.

Gold: \$5,000

(124,565 Impressions) Includes brand recognition on certain printed/digital materials, including Middlesex United Way's Annual Report and at least one event during the year of sponsorship. Your logo will be included in staff email signatures for a total of 90 days. You will be guaranteed two tickets to events hosted by Middlesex United Way.

Silver: \$2,500

(86,065 Impressions) Includes brand recognition on certain printed/digital materials, including Middlesex United Way's Annual Report and campaign video. Your logo will be included in staff email signatures for a total of 45 days.

Bronze: \$1,000

(54,400 Impressions) Includes brand recognition on certain printed/digital materials, including Middlesex United Way's Annual Report and campaign video. Your name will be included in staff email signatures for a total of 30 days.

SPONSOR AN EVENT

We're looking to ramp up our number of community events in 2023. Help us make that happen by becoming a corporate sponsor! Your logo will be included on all event-related marketing materials, including invitations, social media posts, and any printed shirts. Pricing varies based on the event. Give us a call to discuss.

We'd love to have you join us!



NOW MORE THAN EVER!

Thank you for considering a sponsorship with Middlesex United Way. I can assure you that your financial contribution will stay in Middlesex County and go a long way in supporting our funded partners and the incredible work they do for our friends and neighbors. Times are tough right now, but that's why we need your help **now more than ever!** Too many families in our communities are working paycheck-to-paycheck. They're often forced to choose between a healthy meal and a tank of gas in the car. None of our neighbors should be forced to go to bed cold because they can't afford warm clothes or the rising electric bill. We can fix this but only if we work together. Join us!



Shawonda S. Swain

SPONSORSHIP

Yes! Our company commits to be a Middlesex United Way Corporate Sponsor!

Company Name: _____

Sponsorship Amount: \$ _____

Contact Name: _____

Address: _____

Email: _____

Phone Number: _____

Signature: _____ Date: _____

**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.*