

2009/10 CORPORATE SPONSORSHIP PROGRAM

Enhance your company's visibility by aligning with the strong and trusted United Way brand.



Middlesex United Way

THE ADVANTAGES OF SPONSORSHIP

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 2009/10 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 10,000 loyal donors and volunteers.
- You receive year-round identification at special events and in advertising and key communication pieces, including **LIVE UNITED** and our 75th anniversary in 2010.

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.

ADVERTISE YOUR COMPANY AND REINFORCE YOUR REPUTATION AS A GOOD CORPORATE CITIZEN WITH YOUR CUSTOMERS, EMPLOYEES, AND MIDDLESEX COUNTY RESIDENTS.

100 Riverview Center, Suite 230
Middletown, CT 06457
(860) 346-8695
middlesexunitedway.org



Middlesex United Way

Middlesex United Way 2009/10 Corporate Sponsorship Program

A sound business investment! Achieve your advertising goals and align with the strong United Way brand.

Category	Description	Impressions	Retail Value	PLATINUM \$7,500	GOLD \$5,000	SILVER \$2,500	BRONZE \$1,000 <i>NEW!</i>	
INTANGIBLE BENEFITS	Create brand preference and strengthen consumer loyalty!			Priceless	Priceless	Priceless	Priceless	
Exclusivity	No other company in your industry will be associated with the corporate sponsorship program	-	-	Yes				
Access to Brand Mark	Right to use Middlesex United Way logo in advertising and communications <i>NEW!</i>	-	-	Yes				
Right of First Negotiation	You will receive first right of negotiation in the following year	-	-	Yes	Yes	Yes	Yes	
Sponsorship Summary	You will receive a sponsorship summary each year	-	-	Yes	Yes	Yes	Yes	
TANGIBLE BENEFITS	Create awareness via year-round exposure in measured media, communications, and events!							
Measured Media <i>4 items in this category. Platinum = all, Gold = 3, Silver = 2, Bronze = 1</i>	Campaign Recognition ad in the Middletown Press and Hartford Courant	29,000	\$1,886	Logo	Name	Name	Name	
	Report to the Community ad in the Middletown Press, Valley Courier, Harbor News and Hartford Courant	48,100	\$2,886	Logo	Name	Name		
	Day of Caring ad in the Middletown Press and Hartford Courant	29,000	\$1,886	Logo	Name			
	Unique print ad in the Middletown Press, Valley Courier and Harbor News featuring company employees	29,000	\$1,880	Yes				
75th Anniversary <i>3 items in this category. Platinum = all, Gold = all, Silver = 2, Bronze = 1</i>	75th Anniversary ad in the Middletown Press <i>NEW!</i>	8,000	\$880	Logo	Name	Name	Name	
	Exhibit at town events <i>NEW!</i>	15,000	-	Logo	Name	Name		
	75th Anniversary 2010 wall calendar <i>NEW!</i>	500	-	Logo	Name			
Newsletter, Annual Report and Campaign Materials <i>6 items in this category. Platinum = all, Gold = 5, Silver = 3, Bronze = 2</i>	Campaign film credits	5,000	-	Logo	Logo	Name	Name	
	Live United t-shirts	1,000	-	Logo	Logo	Name	Name	
	Bi-annual newsletter	2,400	-	Logo	Name	Name		
	Monthly e-newsletter <i>NEW!</i>	24,000	-	Logo	Name			
	Annual Report	500	-	Logo	Name			
	Sponsor Spotlight article in e-newsletter <i>NEW!</i>	2,000	-	Yes				
Website & Email <i>3 items in this category. Platinum = all, Gold = 2, Silver = 1, Bronze = 1</i>	Sponsor page, with profile and link to your website	5,000	-	Logo	Name	Name	Name	
	Mention in staff email signatures for one month <i>NEW!</i>	1,500	-	Yes	Yes			
	Home page, with link to your website	146,000	-	Logo				
Event Invitations, Signage and Live Mentions <i>7 items in this category. Platinum = all, Gold = 5, Silver = 4, Bronze = 2</i>	Event Invitations	2,400	-	Logo	Logo	Name	Name	
	Sponsor banner	650	-	Logo, unique	Logo, shared	Name, shared	Name, shared	
	Campaign Awards Breakfast program	175	-	Logo	Name	Name		
	Annual Meeting program - listing	175	-	Logo	Name	Name		
	Annual Meeting program - ad	175	-	1/2 page ad	1/4 page ad			
	Day of Caring t-shirt	250	-	Logo				
	Live mention at Campaign Awards Breakfast <i>NEW!</i>	175	-	Yes				
RETURN ON INVESTMENT				Total Impressions	350,000	172,575	116,900	51,050
				Total Retail Value of Measured Media	\$9,418	\$7,538	\$5,652	\$2,766