

Please contact me. I would like more information about becoming a Middlesex United Way Corporate Sponsor.

Name: _____

Company: _____

Phone: _____

Yes, our organization commits to be a 2008/09 Corporate Sponsor:
(please check one)

Platinum Sponsor — \$7,500

Gold Sponsor — \$5,000

Silver Sponsor — \$2,000

Organization Name: _____

Organization Contact: _____

Email: _____

Phone: _____

Contact Signature: _____

Billing preference:

One-time

Other (specify) _____

Questions?

Contact Andy Heuer, Community Resources Development Director, at (860) 346-8695 or andy.heuer@ctunitedway.org

Please mail or fax this form to:
Middlesex United Way
100 Riverview Center, Suite 230
Middletown, CT 06457
FAX: (860) 346-6044

THE ADVANTAGES OF SPONSORSHIP

Middlesex United Way sponsorship packages provide fully integrated advantages including:

High Profile Visibility

- Middlesex United Way will market your organization to the general public and more than 10,000 loyal donors and volunteers.
- You will receive year-round identification at special events and in advertising and key communication pieces including **LIVE UNITED**.



Category Exclusivity (Platinum Level)

- No other business in your industry will be affiliated as a Middlesex United Way sponsor.

Turnkey Partnerships

- Each sponsor will be assigned a staff contact to serve as a liaison responsible for delivering all sponsor benefits.
- We will provide a sponsorship summary each year.

Right of First Negotiation

- Your organization will receive first right of negotiation as a sponsor in the following year.

The Middlesex United Way Corporate Sponsorship Program is an effective vehicle to promote your organization and carry your message.

2008/09 CORPORATE SPONSORSHIP PROGRAM

Enhancing your organization's visibility through Middlesex United Way's special events, advertising, and key communications

GIVE. ADVOCATE. VOLUNTEER.
LIVE UNITED™



Middlesex United Way

PARTNER WITH MIDDLESEX UNITED WAY AS A CORPORATE SPONSOR

Create brand preference and drive consumer loyalty by partnering with Middlesex United Way as a 2008/09 Corporate Sponsor.

- ✓ Reinforce your reputation as a good corporate citizen with your customers, employees, and Middlesex County residents.



- ✓ Experience the extensive reach of local marketing exposure; benefit from positive imagery from supporting Middlesex United Way; and align your organization with LIVE UNITED.

- ✓ Partner with a strong, proven brand of United Way to maximize the return of your Corporate Sponsor investment.

- ✓ Support United Way and LIVE UNITED communication activities throughout the year, allowing United Way to make greater impact in our community.

How It Works

Our Corporate Sponsors provide a single donation that supports United Way's 2008/09 activities, eliminating multiple sponsorship requests. In return,

your organization is promoted throughout the year (September 1, 2008 - August 31, 2009).



Corporate Sponsor Packages

Platinum Sponsor: \$7,500

- Category exclusivity (extends to all levels)
- Logo in measured print media (*Hartford Courant* and *The Middletown Press*) for *Day of Caring* and Campaign Recognition Ads
- Cross-branding with LIVE UNITED promotional efforts:
 - Prominent logo placement on LIVE UNITED t-shirts
 - Unique LIVE UNITED print ad in the *The Middletown Press* featuring company employees
 - Prominent logo placement on LIVE UNITED page of website
- Logo on United Way home page
- Logo and company profile on website (includes a link to your website)
- Prominent logo placement in campaign film
- Logo and company article in newsletter
- Logo in *Annual Report*
- Prominent logo on *Day of Caring* t-shirt
- Cross-branding at Campaign Awards Breakfast and Annual Meeting events:
 - Logo on invitations
 - Logo on unique Platinum Sponsor banner
 - Logo and full page ad in Annual Meeting program

Three packages available

145,000 distributed

1,500 distributed

10,000 distributed

5,000 unique visitors

108,000 visitors annually

108,000 visitors annually

5,000 impressions

1,200 distributed quarterly

500 distributed

250 distributed

2,400 mailed annually

325 impressions

175 printed

Gold Sponsor: \$5,000

- Name in measured print media (*Hartford Courant* and *The Middletown Press*) for *Day of Caring* and Campaign Recognition Ads
- Cross-branding with LIVE UNITED promotional efforts:
 - Logo on LIVE UNITED t-shirts
 - Logo in LIVE UNITED print ad in *The Middletown Press*
 - Name on LIVE UNITED page of website
- Logo and company profile on website (includes a link to your website)
- Name in campaign film
- Logo in newsletter
- Logo in *Annual Report*
- Name on *Day of Caring* t-shirt
- Cross-branding at Campaign Awards Breakfast and Annual Meeting events:
 - Name on invitations
 - Logo on Gold Sponsor banner
 - Name and half page ad in Annual Meeting program

Five packages available

145,000 distributed

1,500 distributed

10,000 distributed

5,000 unique visitors

108,000 visitors annually

5,000 impressions

1,200 distributed quarterly

500 distributed

250 distributed

2,400 mailed annually

325 impressions

175 printed

Silver Sponsor: \$2,000

- Name in measured print media (*Hartford Courant* and *The Middletown Press*) for *Day of Caring* and Campaign Recognition Ads
- Cross-branding with LIVE UNITED promotional efforts:
 - Name on LIVE UNITED t-shirts
 - Name on LIVE UNITED page of website
- Name and company profile on website
- Name in newsletter
- Name in *Annual Report*
- Cross-branding at Campaign Awards Breakfast and Annual Meeting events:
 - Name on invitations
 - Name on Silver Sponsor banner
 - Name in Annual Meeting program

Seven packages available

145,000 distributed

1,500 distributed

5,000 unique visitors

108,000 visitors annually

1,200 distributed quarterly

500 distributed

2,400 mailed annually

325 impressions

175 printed