

# United Way of Broome County *Corporate Sponsorship* 2018-2019

CELEBRATING  
**100**  
YEARS  
1918-2018



United Way  
of Broome County





*Corporate Sponsorship is an investment in our community.*

Our corporate sponsorship program is an opportunity for your company to align with the strong, trusted brand of United Way and increase your company's visibility in our community. A single donation that supports United Way of Broome County's special events and campaign programs will give your company exposure as a good corporate citizen with your customers, employees and community for the entire year.

As a sponsor, your company will be highlighted as a community leader in front of thousands of potential customers, both individuals and organizations. By partnering with United Way of Broome County, you are part of a community-wide movement that tackles the underlying causes of problems to create lasting solutions.

# Sponsorship Packages

## PLATINUM SPONSOR - \$5,000

- Front page feature on United Way website for full campaign
- Verbal recognition at podium at United Way events\*
- Logo on Day of Caring site signage
- Sponsor recognition on social media accounts
- Logo on United Way eNewsletters and special digital mailings
- Logo on the United Way Annual Report
- Logo on sponsor banner at United Way events\*
- Sponsorship signage at United Way VITA tax site

## SILVER SPONSOR - \$2,000

- Front page feature on United Way website for six months
- Logo on Day of Caring site signage
- Logo on United Way eNewsletters and special digital mailings
- Logo on the United Way Annual Report
- Logo on sponsor banner at United Way events\*
- Sponsorship signage at United Way VITA tax site

## GOLD SPONSOR - \$3,000

- Logo on Day of Caring site signage
- Logo on United Way eNewsletters and special digital mailings
- Logo on the United Way Annual Report
- Logo on sponsor banner at United Way events\*
- Sponsorship signage at United Way VITA tax site

## BRONZE SPONSOR - \$1,000

- Logo on Day of Caring site signage
- Logo on the United Way Annual Report
- Logo on sponsor banner at United Way events\*
- Sponsorship signage at United Way VITA tax site

## COPPER SPONSOR - \$500

- Logo on Day of Caring site signage
- Logo on sponsor banner at United Way events\*
- Sponsorship signage at United Way VITA tax site

**\*United Way Events:** Annual Meeting, Campaign Kick-Off/Employee Campaign Coordinator Event, Day of Caring, Winter Holiday Reception, Volunteer Engagement Activities, and other community outreach events.

**All sponsorships are tax-deductible.**

# Sponsorship Sign-Up

Business/Organization \_\_\_\_\_

Representative Name & Title \_\_\_\_\_

Billing Address \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Signature of Sponsor/Representative

Date

Please indicate your preferred sponsorship package:

- Platinum Sponsor - \$5,000 per year
- Gold Sponsor - \$3,000 per year
- Silver Sponsor - \$2,000 per year
- Bronze Sponsor - \$1,000 per year
- Copper Sponsor - \$500 per year

Please contact your United Way of Broome  
County Account Manager with any questions:

**Tom Connors**

(607) 240-2027

tconnors@uwbroome.org

**Susan Newcomb**

(607) 240-2012

snewcomb@uwbroome.org



**United Way  
of Broome County**