

BENEFITS SUMMARY	Leadership Reception		Kickoff Cookoff			Step Up Challenge				Hamilton White Society Welcome			Achievement Celebration		
	Platinum \$4,000	Gold \$2,000	Platinum \$4,000	Gold \$2,000	Silver \$500	Diamond \$3,000	Emerald \$1,500	Ruby \$300	Ruby \$100	Platinum \$4,000	Gold \$2,000	Silver \$500	Platinum \$4,000	Gold \$2,000	Silver \$500
Opportunity Rights															
Number of Opportunities Available	1	2	1	2	4	5	10	30		1	2	4	1	2	4
Naming Rights	n	-	n	-	-	prize	-	-	-	n	-	-	n	-	-
Sole Presenting Rights	n	-	n	-	-	n	-	-	-	-	-	-	n	-	-
Category Exclusivity	n	n	n	n	n	n	n	-	-	n	n	n	n	n	n
Corporate Recognition															
Corporate ID on Print Materials	n	n	n	n	n	n	n	n	n	n	n	n	n	n	n
Media Promotion	-	-	n	-	-	n	n	limited	limited	-	-	-	n	-	-
Recognition in Campaign E-newsletter	-	-	n	n	n	n	n	n		-	-	-	n	n	n
Recognition in Campaign Video*	-	-	-	-	-	feature	mention	-	-	-	-	-	-	-	-
Corporate ID on United Way Website	n	n	n	n	n	n	n	listed	listed	n	n	listed	n	n	listed
Company Link on United Way Website	n	n	n	n	-	n	n	n	-	n	n	-	n	n	-
Logo on Event Banner/Signage	n	n	n	n	n	n	n	n	-	n	n	n	n	n	n
Ad Space in Program	n	-	-	-	-	-	-	-	-	n	-	-	-	-	-
Event Benefits															
Complimentary Tickets to Event	10	5	10	5	2	10	5	2	-	10	5	2	10	5	2
Public Address to Audience	n	-	n	-	-	n	-	-	-	n	-	-	-	-	-
Distribute Promotional Items	n	n	n	n	n	n	-	-	-	n	-	-	n	n	n
Recognition During Event Presentation	n	n	n	n	-	n	n	-	-	n	n	-	n	n	n

*If sponsorship received by July 1.

TIMING: LATE SPRING

This event is held to thank United Way's Leadership Givers: members of the Hamilton White Society who give annual gifts of \$1,000 or more, and Alexis deTocqueville Society who give \$10,000 or more.

REACH: 1500
ATTENDANCE: 250-400

Sponsorship of this event could be of greatest interest to those who wish to reach a select group of higher income individuals.

TIMING: EARLY SEPTEMBER

This event is held to bring together our corporate partners in a friendly competition to launch the annual United Way Community Campaign. The event is attended by leadership of the company campaigns and primarily includes CEOs, Employee Campaign Coordinators and their teams, and leaders of Organized Labor.

REACH: 4,500
ATTENDANCE: 400+

Sponsorship of this event could be of greatest interest to those who wish to reach mid- to upper-level management of local businesses and unions.

TIMING: AUGUST-DECEMBER

This promotion is held to add excitement to the annual United Way campaign. The prize sweepstakes is used as an incentive to encourage new donors to begin giving, and current donors to increase their giving, by the modest amount of \$1 per week.

REACH: 70,000
PARTICIPATION: 8,000

Sponsorship of this event could be of greatest interest to those who wish to reach working adults from a wide spectrum of businesses across Onondaga County. Sponsorship of this promotion may also be made through in-kind gifts.

TIMING: LATE FALL

This event is held in thanks and recognition of donors who join the Hamilton White Society with gifts of \$1,000 and above, and for current Society members who increase their donations.

REACH: 10,000
ATTENDANCE: 300

Sponsorship of this event could be of greatest interest to those who wish to reach mid- to high- income working adults.

TIMING: JANUARY

This event is held to celebrate organizational achievements in philanthropy in many forms. Leading companies, unions and individual volunteers are given our most prestigious awards at this event and the results of the Community Campaign are announced.

REACH: 4,500
ATTENDANCE: 400

Sponsorship of this event could be of greatest interest to those who wish to reach the leaders of major companies in Onondaga County.

Please contact your United Way of Central New York Account Manager or Debra Soulsby, Sponsorship Associate, at 428-2208 for complete details of our sponsorship opportunities.



What is the difference between a corporate gift and a corporate sponsorship? This question confuses both charities and businesses alike.

In both situations, the company and charity derive benefits, usually public recognition for the company and advancement of mission for the charity. Both involve a sharing of public reputations and brands. But while the lines between the two may blur, the distinction is important.

A gift, like mother always said, should be made expecting nothing in return. In fact, it's essential for tax purposes that no goods or services are provided in exchange for a charitable contribution in order for it to qualify as a gift. But a sponsorship is exactly what a gift is not: a business-like exchange of articulated benefits.

When offered a well-crafted sponsorship proposal, the company can assess benefits—access to donors of a particular demographic, public awareness benefits provided by the charity, and a wide array of other possible benefits—to determine if the sponsorship fits their desired marketing and public relations goals.

Sponsors should expect to have a written agreement (whether signed or unsigned) that lays out the complete list of benefits with their fair market value, to have designated staff assigned to manage the sponsorship and provide accountability throughout the process, and to be given a thorough report of delivery on all agreements. Charities should expect that sponsors will understand the value of each component of a sponsorship and respect the limitations of the agreement.

United Way of Central New York is privileged to have the charitable support of over 600 local companies and proud to be partnered with them in creating a better community. Every year we are happy to recognize them for their philanthropic gifts.

But for a limited number of companies, we can also offer the opportunity to have a sponsorship relationship with us that will provide significantly greater recognition and the opportunity to reach select demographic groups including higher-income individuals, corporate executives, and working adults in the workplace setting. Our unique role in the community offers access to an unparalleled diversity of workplaces and working adults.

It is important to stress that in no instance do we offer sponsors access to confidential donor information or allow sponsor-directed communications with them. Our responsibility to safeguard donor confidentiality is fundamental. But donors have told us they appreciate company sponsorships that underwrite operating costs, thereby allowing their gifts to have more impact.

We invite you to consider these sponsorship opportunities for your business and welcome your questions. Our staff includes a sponsorship specialist, Debra Soulsby, who will be happy to meet with you and provide ongoing stewardship of your sponsorship relationship. Please call Debra at 315-428-2208. Thank you!

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A special opportunity for our most valued supporters