

Sponsor Form

THANK YOU for considering becoming a United Way of Central New York sponsor. For more information, please contact Kristen Duda at 315.428.2208.

Please mail the completed form with payment to
Attn: Kristen Duda,
United Way of Central New York
P.O. Box 2129, Syracuse, NY 13220

All checks payable to: United Way of Central New York

Contact Name: _____

Organization Name: _____

Telephone: _____

E-Mail: _____

Fax: _____

SELECT YOUR SPONSORSHIP

- Matching Grant Sponsor \$5,000
- Building Community Exhibit Sponsor \$10,000
- Billboard Sponsor \$3,000
- Television/PSA Sponsor \$2,000
- Achievement Celebration Sponsor
 - Platinum Sponsor - \$2,500*
 - Gold Sponsor - \$1,000*
- Leadership Reception Sponsor
 - Platinum Sponsor - \$2,500*
 - Gold Sponsor - \$1,000*
- Kickoff Cookoff Sponsor
 - Platinum Sponsor - \$2,500*
 - Gold Sponsor - \$1,000*
- Walk the Talk Sponsor
 - Platinum Sponsor - \$2,500*
 - Gold Sponsor - \$1,000*



**United Way
of Central New York**

2011 90th Anniversary Sponsorship Opportunities



Your sponsorship aids us in furthering our mission to build our community.

90th Anniversary Sponsorship Opportunities

MATCHING GRANT SPONSOR
\$5,000 (2 AVAILABLE)

Support our 90th Anniversary giving opportunity. Donors who give \$90 will receive a \$10 match from this fund

BENEFITS

- Recognition as matching grant sponsor on all applicable campaign materials distributed to 40,000
- Unique-to-you press release announcing your partnership
- Logo link on unitedway-cny.org on the Matching Grant information page
- Company name and sponsorship of this grant will be shared during 500+ presentations to local businesses and non-profit agencies

BUILDING COMMUNITY EXHIBIT SPONSOR
\$10,000 (1 AVAILABLE)

We are collaborating with Onondaga Historical Association to create a display that celebrates United Way's rich history in the community. Highlighting outstanding people, events and accomplishments throughout our 90 years, this exhibit is sure to garner attention community wide.

BENEFITS

- Name recognition on the display and on any of promotional pieces for it
- Press release announcing your partnership

Media Sponsorship Opportunities

Help reinforce our message while sharing your support of our mission through media sponsorship.

BILLBOARD SPONSOR
\$3,000

- Company logo on one 90th Anniversary Celebration billboard reaching 180,000 people per month
- Logo link to your website on unitedway-cny.org

TELEVISION/PSA SPONSOR
\$2,000

- Company logo on 90th Anniversary television spots throughout our anniversary year reaching 100,000+ Central New Yorkers
- Logo link to your website on unitedway-cny.org

Annual Report Sponsorship

Share your support of our community to thousands of donors and 600+ partner companies when you sponsor our 90th Anniversary edition Annual Report.

ANNUAL REPORT
\$1,000

- "Thank you" with your company name and logo featured in the 2011 Annual Report, reaching 5000 donors and community leaders
- Logo link to your website on unitedway-cny.org

Event Sponsorship Opportunities

ACHIEVEMENT CELEBRATION

APRIL 13, 2011

THE PALACE THEATRE

This event is host to leadership of the company campaigns and primarily includes CEOs, campaign volunteers and their teams, leaders of organized labor, and the public. The annual Achievement Celebration is when we announce our fundraising results and present our most prestigious awards celebrating philanthropy and volunteerism to organizations and individuals.

REACH: 4,500

ATTENDANCE: 400

Platinum Sponsor - \$2500

- Logo recognition on printed materials to include invitations and program
- Name recognition in all event-related press releases and other media (will receive logo recognition when applicable)
- Acknowledgement as a major sponsor in the evening's opening remarks
- Logo link to your website on unitedway-cny.org
- Logo link to your website on any mass e-communication specific to this event
- Logo recognition on event video shown during the event

Gold Sponsor - \$1000

- Name recognition on event invitation
- Name recognition in all event-related press releases and other media
- Listed as an event sponsor on unitedway-cny.org
- Listed as event sponsor on any mass e-communication specific to this event
- Name recognition on event video shown during program

LEADERSHIP RECEPTION

SPRING 2011

A "thank you" event for members of the Hamilton White and Alexis de Tocqueville Societies, the Leadership Reception celebrates the generosity of those who give annual gifts of \$1,000 or more, and \$10,000 or more, respectively.

REACH: 1,500

ATTENDANCE: 250

Platinum Sponsor - \$2500

- Logo recognition on printed materials to include invitations, program and sponsor board at event
- Name recognition in all event-related press releases and other media (will receive logo recognition when applicable)
- Acknowledgement as a major sponsor in the evening's opening remarks
- Logo link to your website on unitedway-cny.org
- Logo link to your website on any mass e-communication specific to this event
- Opportunity to provide corporate print materials for each attendee

Gold Sponsor - \$1000

- Name recognition on event invitation, program and sponsor board at event
- Name recognition in all event-related press releases and other media
- Listed as an event sponsor on unitedway-cny.org
- Listed as event sponsor on any mass e-communication specific to this event

KICKOFF COOKOFF

SEPTEMBER 9, 2011

CNY REGIONAL MARKET

Bringing our corporate partners together in a friendly competition, Kickoff Cookoff is our official launch of the annual United Way Community Campaign. The event is host to leadership of the company campaigns and primarily includes CEOs, campaign volunteers and their teams, leaders of organized labor, and the public.

REACH: 5,000

ATTENDANCE: 2,000

Platinum Sponsor - \$2500

- Logo recognition on event invitation
- Name recognition in all event-related press releases and other media (will receive logo recognition when applicable)
- Acknowledgement as a sponsor in the opening remarks
- Logo link to your website on unitedway-cny.org
- Logo link to your website on any mass e-communication specific to this event
- Opportunity to hang corporate banner at event

Gold Sponsor - \$1000

- Name recognition on event invitation
- Name recognition in all event related press releases and other media
- Listed as an event sponsor on unitedway-cny.org
- Listed as event sponsor on any mass e-communication specific to this event
- Opportunity to hang corporate banner at event

WALK THE TALK

OCTOBER 28, 2011

UNITED WAY OFFICES

Like the campaign parades of the Community Chest in our early years, Walk the Talk is an opportunity for executives and staff from our corporate supporters as well as non-profits all over Onondaga County to travel to United Way's offices reaffirming personal commitment & support for our community.

REACH: 5,000

ATTENDANCE: 350

Platinum Sponsor - \$2500

- Logo recognition on event invitation
- Name recognition in all event-related press releases and other media (will receive logo recognition when applicable)
- Acknowledgement as a sponsor in the opening remarks
- Logo link to your website on unitedway-cny.org
- Logo link to your website on any mass e-communication specific to this event
- Opportunity to hang corporate banner at event

Gold Sponsor - \$1000

- Name recognition on event invitation
- Name recognition in all event-related press releases and other media
- Listed as an event sponsor on unitedway-cny.org
- Listed as event sponsor on any mass e-communication specific to this event
- Opportunity to hang corporate banner at event

All sponsors will receive recognition in the United Way of Central New York Annual Report

GIVE. ADVOCATE. VOLUNTEER.