



SPONSORS CHANGE WHAT'S POSSIBLE

PARTNER WITH UNITED WAY!

When you align with United Way you enhance your company's philanthropic visibility *and* you support children and families in Greater New Haven.

SPONSORSHIP PROVIDES

- Visibility as a strong supporter with exposure to over 8,425 local donors and volunteers.
- Co-branding with one of the top ranked non-profit in the world - United Way!
- Opportunity to enhance the lives of over 100,000 people in the greater New Haven region.
- Measurable media value. United Way of Greater New Haven earns 76,000 impressions annually.

ANNUAL SPONSORSHIP PACKAGE

COMMUNITY BUILDER - \$10,000 - \$25,000

Customize the perfect package that fits your philanthropic goals for your community-minded company who cares about the power of volunteering and giving back. Last year, United Way volunteers donated 10,389 hours of their time! Your support will help expand our volunteer events and impact initiatives and make a greater impact in our fight for the Education, Basic Needs and Economic Mobility of every person in our region.

Questions? Contact Jessica Teta, Senior Director of Development, 203-691-4231 or jteta@uwgnh.org.

Community Events

DATE	ITEM	DESCRIPTION
August + December	Collection Drives	Back to School Supplies and Holiday & Toy Drive
October	Week of Caring	A week-long volunteer where communities come together to harness the volunteer spirit and improve the conditions in which they live.
March	Read Across America	Volunteers serve as guest readers to over 4,000 elementary school students across the region and schools receive new books for their classrooms.
March	Women United Celebration	An event celebrating advancements in women's rights & working towards greater equality, w/opportunities for virtual & in-person engagement.
April	Trike Race	A fundraising competition where teams of adults ride child-size tricycles to support United Way's work to end hunger.
May	LIVE United Celebration	Annual award celebration to thank all UW volunteers and corporate partners that provided their time, talent and treasure throughout the year.
June	Week of Action	A week-long event of volunteer projects focused on providing nutritious food to families and promote a more sustainable food system.

Impact Initiatives

DATE	ITEM	DESCRIPTION
Year Round	Volunteer Champion	An opportunity that supports our staple volunteer events which mobilizes and connects you to projects that use your talents and meet community needs.
Semi-Annual	Impact & Insights (Virtual)	A virtual presentation led by UWGNH's staff guiding our closest supporters & donors on latest work & community updates.
Year Round	Fighting Hunger	Mobile Pantries, Food Distributions, Community Gardens
November	Giving Tuesday	Yearly global giving occasion inspiring individuals to maximize their charitable contributions w/ a matching component.
Quarterly	Equity Challenges	Multi-day guided learning journey for the community to help build a deeper understanding of how inequity and racism affect our lives.

Benefits

Each opportunity has a unique set of benefits which can be customized to fit your needs, including:

SPONSORSHIP LEVEL	
Speaking Opportunity (when available)	Company recognition on website
Feature in our monthly newsletter	Social Media highlight
Featured in event press release and media coverage	Recognition in our annual community report
Company logo on website (hyperlinked to your website)	Logo on t-shirt (if available)
Featured in all email & print marketing materials	Recognition during webinar
Priority participation for events	Company recognition on registration page

*Select events will have a lead sponsor level.

