



20th Anniversary United Way Day of Caring Sponsorship Levels and Benefits

	Description	Reaching \$3,750	Helping \$2,000	Supporting \$750
Priceless Benefits				
Brand preference and social responsibility	85 percent of Americans say they have a more positive image of a company or product when it supports a cause they care about. (2010 Cause Evolution Study, Cone LLC). Sponsoring <i>Day of Caring</i> provides high visibility.	<i>Priceless</i>	<i>Priceless</i>	<i>Priceless</i>
Access to United Way and <i>Day of Caring</i> logos	United Way is listed as 26 th on Forbes list of the World's 50 Most Valuable Brands between Verizon and Nintendo, with a value of \$14.3 billion. United Way is the only nonprofit on the list.	✓	✓	✓
Early project selection*	You will have the opportunity to select projects that meet your philanthropic goals.	Be the first to select your <i>Day of Caring</i> projects	Select projects before most other companies	Select projects before non-sponsors
Measured Media				
NEW! Half-page <i>Day of Caring</i> advertisements in local weekly papers in the greater Hartford, Manchester, Enfield, New Britain, Windham, and Farmington Valley areas.**	You will be featured in half-page <i>Day of Caring</i> advertisements in several weekly newspapers; 289,132 impressions; \$7,000 value, split over participating companies	Your prestigious <i>Reaching Sponsor</i> level will be noted prominently.	Your <i>Helping Sponsor</i> level will be noted.	Your <i>Supporting Sponsor</i> level will be listed.
Customized advertising on Courant.com	Custom-designed advertising will feature your company's support of United Way, including your company logo.	A customized leaderboard*** advertisement with 250,000 impressions; \$2,500 value	A customized cube*** advertisement with 125,500 impressions; \$1,250 value	
T-shirts				
NEW! Specially designed 20 th Anniversary <i>Day of Caring</i> t-shirts	T-shirts are available for your employees volunteering for <i>Day of Caring</i> in our 40-town area. Sizes small through 3X are available.	Up to 200 t-shirts, customized with your company logo; \$800 value	Up to 100 t-shirts; \$400 value	Up to 50 t-shirts; \$200 value
Communications tools				
NEW! Customizable plug-and-play communications toolkit about <i>Day of Caring</i>	Press release template, employee newsletter article template, FAQs, and logos	✓	✓	✓
Professional photography				
Professional photographs of your employees during your <i>Day of Caring</i>	A selection of photographs will be provided to you and will be used in various United Way print publications and online media.	\$300 value; approximately three hours of photography	\$200 value; approximately two hours of photography	
Signage				
<i>Day of Caring</i> lawn signs	Unlimited quantity of United Way <i>Day of Caring</i> lawn signs for placement at project sites	✓	✓	✓
NEW! Professional signage at <i>Day of Caring</i> 20 th Anniversary event on September 7	\$1,000 value, split over participating companies	Your prestigious <i>Reaching Sponsor</i> level will be noted prominently.	Your <i>Helping Sponsor</i> level will be noted	Your <i>Supporting Sponsor</i> level will be listed
Support				
Staff support	Personalized service from United Way staff ensures you get the most from your <i>Day of Caring</i> experience.	✓	✓	✓

* Sponsors may select up to 250 volunteer spots prior to all other sponsors for all volunteer days in the *Year of Caring* except for September 7, 2011. Sponsors will be notified when more volunteer spots can be selected. Please call Libby Richardson for more details at (860) 493-1109.

** A full list of publications is available upon request.

*** Ad specifications are available upon request.