



United Way

Corporate Engagement Program

The corporate engagement program is an opportunity to promote your generosity through a comprehensive annual giving approach beyond employee giving campaign contributions. Being a corporate partner enhances your engagement with United Way and solidifies your company as one that is dedicated to making our community stronger. Partnership opportunities are flexible to meet your specific corporate social responsibility philanthropy goals while supporting the mission driven work of the United Way in New London County.

BENEFIT from year-round local visibility.

INCREASE your brand exposure and elevate your corporate identity in the community by linking your brand with United Way, one of the most recognized and respected non-profit brands in the country.

REINFORCE your company's reputation as a good corporate citizen to customers, employees and residents.

EXPERIENCE the guaranteed reach of local marketing exposure and benefit from the positive image of supporting United Way.

SUPPORT year-round United Way communication activities which allow United Way to direct more dollars to make a greater impact in the community.

CORPORATE ENGAGEMENT OPPORTUNITIES

- **Employee Volunteering**
- **Corporation Contributions**
 - Direct donations to support the Campaign and Community Care Fund
 - Corporate match for employee donations
 - In-kind donations
 - Loaned Employee
 - *Custom packages are available to meet your specific corporate social responsibility goals in support of our mission*
- **Designated Support Areas**
 - Basic Needs
 - Gemma E. Moran United Way/Labor Food Center
 - Thriving Children-Youth Success
 - Community Wellness
 - Promoting Independence
- **Specific Underwriting Opportunities & Sponsorships**
 - ECC Training Event
 - Campaign Celebration Event
 - AFL-CIO Golf Tournament
 - Day of Caring
 - Mobile Food Pantry Deployment

CONTRIBUTION RECOGNITION & UNDERWRITING BENEFITS

\$10,000+

- Exclusive presenting sponsor recognition of chosen event (if applicable)
- Featured in staff email signatures with link to website for one month
- Featured article in one edition of the e-newsletter
- One-on-one tour with UWSECT CEO at Food Center or partner agency
- *Plus all benefits listed below*

\$7,500

- Logo listed in UWSECT Annual Report
- Logo listed in campaign newspaper advertisements
- Name mentioned with live announcements at UWSECT events
- Name listed for one week on UWSECT front yard sign
- *Plus all benefits listed below*

\$5,000

- Recorded 30-second radio spot featuring our partnership
- Logo and link featured in UWSECT social media
- *Plus all benefits listed below*

\$2,500

- Name featured in UWSECT social media
- Name listed in UWSECT Annual Report
- Name listed in campaign newspaper advertisements
- *Plus all benefits listed below*

\$1,000

- Name/logo listed in electronic promotions and event day materials for campaign events
- Recognition on UWSECT website

UNITED WAY CORPORATE ENGAGEMENT COMMITMENT FORM

Thank you for your interest in United Way's Corporate Engagement Program to help promote your generosity to the community. Being a corporate partner enhances your engagement with United Way and solidifies your company as one that is dedicated to making our community stronger.

Your partnership supports United Way's mission, campaign, special events, and marketing materials and eliminates multiple contribution requests. As part of this program, your company's support is promoted throughout the year through multiple channels.

Yes! Our company would like to participate in the program and partner with United Way on community engagement efforts to help make our community stronger!

We are committing to the program at the following level:

\$10,000 \$7,500 \$5,000 \$2,500 \$1,000 Other _____

Payment Options: Our check is enclosed. Please bill us.

Credit Card # _____ Exp. _____

Name: _____

Company: _____

Phone: _____ Email: _____

Signature: _____

Send completed forms to the attention of
Rebecca Reutlinger, Vice President of Resource Development,
at rebecca.reutlinger@uwsect.org

Or mail to:
United Way of Southeastern Connecticut
P.O. Box 375 • Gales Ferry, CT 06335

Visit us online at uwsect.org



United Way
of Southeastern Connecticut