

2011-2012 SPONSORSHIP OPPORTUNITIES

**GREAT VISIBILITY
FOR YOUR TARGET
AUDIENCES**



**GIVE. ADVOCATE. VOLUNTEER.
EVERYONE HAS SOMETHING TO GIVE.**

**United
Way**



TM

2011-2012 EVENTS *(8 great opportunities, 1 sponsorship!)*



Campaign Leadership, Loaned Executive and Employee Campaign Manager Training

Early August, 2011

Our dedicated campaign team, ranging from Loaned Executives, committed community volunteers, and Employee Campaign Managers from over 300 businesses all receive training sessions in early August. Their binders and resources are filled with information accessed every day. Get your business's logo on their materials and at their training sessions.



Campaign Kick-Off Breakfast

September 9 @ The Grandview in Poughkeepsie

Over 350 local volunteers and businesses attend this annual event at the Grandview in Poughkeepsie. An inspirational keynote speaker will renew your passion for creating change in our community. Through advertisements and banners and more, the community will remember your commitment to creating a lasting change.



United Way/General Montgomery Day 8K Race & Campaign Kick-Off

September 10 @ Veterans Memorial Park in Montgomery

Lace up your sneakers and run or walk in support of United Way as we kick off our 2011/2012 Annual Campaign. Get your name in front of more than 500 attendees competing in the United Way/General Montgomery Day 8K and show your support for United Way and your community. Encourage your employees to run or walk as a team in their Live United shirts.



Leadership/Hambletonian Reception

December, 2011

This event recognizes our donors who give more than \$1,000 annually to the Community Fund. They demonstrate an exceptional commitment to helping others. We have over 250 leadership donors who receive our communications and are invited to attend this annual event. Let them know you are as dedicated as they are to helping our neighbors in need.



Annual Celebration of Dedication & Service Dinner

March, 2012

A recognition event to honor individuals and companies for their generosity and commitment to United Way and the entire community while celebrating the conclusion of our Annual Campaign. The community will enjoy a mix and mingle cocktail reception, dinner and an awards presentation.



Spirit of Volunteerism Recognition Event

April, 2012

This prestigious event recognizes volunteers across our community for their ongoing efforts to make it a better place to live and work for all of us. Honorees will be nominated by their peers in the community. We will also announce the United Way Alexis de Tocqueville Community Service Award recipient and Marion S. Murphy "Neighbors Helping Neighbors" Award recipient at this event.



Women's Leadership Fund's Power of the Purse

April, 2012

The Orange County Women's Leadership Fund brings together 150 of their closest friends for a fabulous evening of silent and live auctions that feature chic new and designer purses, plus live music, great food and drawings for some sassy stuff! Proceeds from this event will support projects in Orange County that help women and girls achieve financial self-reliance.



Touch-A-Truck

June, 2012

This event attracts more than 4,000 people as it turns a parking lot into a life-sized playground of vehicles for children and adults to see, touch, and climb on. A fun, educational "hands on" experience for all ages, it expands our audience out of the workplace, and into the lives of families that may not know about your commitment to our community.

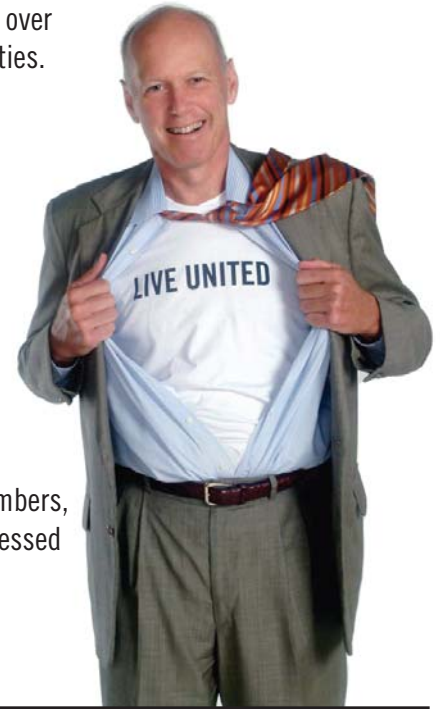
2011-2012 SPONSORSHIP BENEFITS

Get a full year of visibility for your caring contribution to the community - with one sponsorship!

Annually, through the Workplace Campaign and fundraising events, United Way connects with over 40,000 people in more than 300 leading organizations throughout Dutchess and Orange Counties.

Over the next year, your organization can receive maximum exposure:

- Our website is accessed daily by volunteers and donors to receive up-to-date event and program information.
- Event advertisements will run before and after each event.
- E-communications are sent frequently, with monthly updates to all supporters. E-invitations are sent to our entire database for most events.
- We will be using Facebook and Twitter on a regular basis, and will continue to mention your involvement or post your logo on event information when appropriate.
- Your company name and sponsorship will be recognized in all event press releases.
- Training and resource materials will be used by our Campaign Cabinet of over 60 members, and over 300 Employee Campaign Managers. Get your name on those materials - accessed daily from September through January!



	Major Event Sponsor \$10,000+	Featured Sponsor \$5,000	Grand Sponsor \$2,500	Platinum Sponsor \$1,000	Gold Sponsor \$750	Silver Sponsor \$500
Lead placement of company logo on event materials	✓					
Public recognition at events with chance to speak	✓					
Logo on website	✓					
Complimentary table to display information (at most events*)	✓	✓				
Company name mentioned in radio advertisements	✓	✓				
Company name on event advertisements	Logo	✓	✓			
Company Name on signage (including shirts where appropriate*)	Logo	✓	✓			
Logo on printed event invitations (10,000+)	✓	✓	✓	✓		
Logo or banner displayed at all events*	✓	✓	✓	✓		
Public recognition at events	✓	✓	✓	✓		
Logo on social media event information	✓	✓	✓	✓	✓	
Ad in event programs (where appropriate*)	Full page (C)	Full page (B)	3/4 page	1/2 page	1/4 page	
Company logo in Annual Report	✓	✓	✓	✓	✓	✓
Link to your website from our events webpage	✓	✓	✓	✓	✓	✓
Logo on all e-communications about events	✓	✓	✓	✓	✓	✓
Company name in event related press releases	✓	✓	✓	✓	✓	✓
Complimentary tickets to event of your choice	12	10	8	6	4	2

* Individual events may offer further opportunities, call for details.

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United
Way



Yes! We want to sponsor the 2011-2012 events!

- Major Event Sponsor (\$10,000+)
- Featured Sponsor (\$5,000)
- Grand Sponsor (\$2,500)
- Platinum Sponsor (\$1,000)
- Gold Sponsor (\$750)
- Silver Sponsor (\$500)

Other Opportunities:

- Mid-Campaign Reporting Event (December - Call for Details)
- Golf Tournament (May - Call for Details)
- Website (year round - Call for Details)
- Newsletter (year round - Call for Details)

We would like to buy single ads in your event programs (check all that apply)

- Kick-Off Breakfast (September)**
 - Full Page Color (\$200)
 - Full Page B/W (\$150)
 - Half Page B/W (\$100)
 - 1/4 Page B/W (\$50)
- Annual Dinner (March)**
 - Full Page Color (\$200)
 - Full Page B/W (\$150)
 - Half Page B/W (\$100)
 - 1/4 Page B/W (\$50)
- Volunteer Recognition Event (April)**
 - Full Page Color (\$150)
 - Full Page B/W (\$100)
 - Half Page B/W (\$50)
 - 1/4 Page B/W (\$25)

My Total \$ _____

Name _____

Organization _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____ Website _____

Check enclosed, payable to United Way of Mid-Hudson Valley

Please charge my: Master Card Visa American Express Discover

Name on Card _____

Card # _____ Exp. Date _____ 3-digit Code _____

Signature _____ Date _____

Mail or fax to: 30 Scott's Corners Drive, Suite 102, Montgomery, NY 12549
(fax) 845.457.4702 (phone) 845.457.4774

**THANK YOU
FOR CREATING
BETTER
TOMORROWS
BY PROVIDING
PEOPLE AROUND YOU
HOPE —
TODAY.**