SMALL BUSINESS UNITED

SMALL BUSINESSES. BIG HEART. BIG IMPACT.

Why Should You Be a SBU Sponsor?

- **Build a Giving Brand, Gain Visibility, and Distinguish Your Company** by investing in the community.
- **Retain Employees and Attract Future Employees** through volunteer opportunities.
- **Connect with Like-Minded Businesses** who are working together to make Greater Nashua stronger.

Who Benefits from Your Sponsorship?

- The funded programs target Education, Health, and Economic Mobility. See Safety Net image on the next page.
- 20+ nonprofits that address the greatest needs in our community receive these funds. 2019-2022 partners are listed on the next page. In 2023, new and returning partners will be funded through the Community Needs Assessment and Community Investment Panels.
- United Way of Greater Nashua serves Amherst, Brookline, Hollis, Hudson, Litchfield, Lyndeborough, Merrimack, Milford, Mont Vernon, Nashua, and Wilton.
What Benefits Do You Receive?

- Inclusion on Small Business United webpage with $500 sponsors listed more prominently than $365 sponsors.
  - Each listing will have the business logo linked to the company website, business address, contact information, and a description of services.
- Volunteer opportunities for employees.
- Free advertisement in the Nashua Telegraph, at least 1x per year.
- United Way decal for window and logo for your website.
- Inclusion in UWGN e-blast to 10,000+ readers, 2x per year, with any deals you want to share!
- "We Celebrate You" on social media pages to promote big news such as awards/recognition, anniversaries, community events, ribbon cutting, etc.
- Social media promotion of opportunities as they are shared with UWGN.

For $500 sponsors, their package includes a one-year membership to the Greater Merrimack Souhegan Valley Chamber of Commerce. Only available if you are not currently a member for the previous two years.

Sponsors of other United Way programs, with fewer than 20 employees, may add-on SBU for an additional $100 per year, equivalent to the $365 level.

Contact Samantha to join the team! scassista@unitedwaynashua.org