



TUESDAY, MAY 24, 2022

United Way of the
Dutchess-Orange Region



Celebration of Service SPONSORSHIP OPPORTUNITIES



PRESENTING SPONSOR

\$15,000 (\$13,180 is tax-deductible)

Your sponsorship will help prevent 15 families in crisis from losing their homes. As Presenting Sponsor, you will receive "top billing" on printed invitation and in all event print & radio advertising and promotion, 20 VIP guests, Your logo featured in event emails up to 150,000 impressions, 1 minute commercial produced by sponsor shared across social media and during event, your company recognized across our social media channels for more than 68,000 impressions, opportunity to offer 1 marketing gift to each attendee, invitation to speak at event, full page feature ad on back or inside cover of journal (7.25" wide x 9.825" high), prime logo placement on event website and listing in UWDOR Annual Report.

PLATINUM SPONSOR

\$10,000 (\$8,180 is tax-deductible)

Your sponsorship will help 40 struggling college students remain in school. You will receive admission for 20 VIP guests, logo on invitation and mention in all event print & radio advertising and promotion, your logo featured in event emails up to 150,000 impressions, 1 minute commercial produced by sponsor shared across social media and during event, your company recognized across our social media channels 5x for more than 57,000 impressions, opportunity to offer 1 marketing gift to each attendee, invitation to speak at event, full Platinum page ad in journal (7.25" wide x 9.825" high), prime logo placement on event website and listing in UWDOR Annual Report.

GOLD SPONSOR

\$7,500 (\$6,590 is tax-deductible)

Your sponsorship will help provide 150 families with basic necessities during the COVID-19 Pandemic. You will receive admission for 10 VIP guests, your logo featured in event emails up to 150,000 impressions, 45 second commercial produced by sponsor shared across social media and during event, your company recognized across our social media channels 4x for more than 45,000 impressions, full Gold page ad in journal (7.25" wide x 9.825" high), logo placement on event website and listing in UWDOR Annual Report.

SILVER SPONSOR

\$5,000 (\$4,090 is tax-deductible)

Your sponsorship will provide 7 families dinner every day for a year. You will receive admission for 10 guests, your logo featured in event emails up to 150,000 impressions, 30 second commercial produced by sponsor shared across social media and during event, your company recognized across our social media channels 3x for more than 34,000 impressions, full Silver page ad in journal (7.25" wide x 9.825" high), logo placement on event website and listing in UWDOR Annual Report.

BRONZE SPONSOR

\$2,500 (\$1,590 is tax-deductible)

Your sponsorship will provide legal advice and shelter to 25 homeless veterans. You will receive admission for 10 guests, your logo featured in event emails up to 150,000 impressions, 15 second commercial produced by sponsor shared across social media and during event, your company recognized across our social media channels 2x for more than 22,000 impressions, Bronze half page ad in journal (7.25" wide x 4.75" high), logo placement on event website and listing in UWDOR Annual Report.

PARTNER SPONSOR

\$1,000 (\$545 is tax-deductible)

Your sponsorship will help 10 domestic abuse survivors find stability and independence. You will receive admission for 5 guests, your business name featured in event emails up to 150,000 impressions, your company recognized across our social media channels 1x for more than 11,000 impressions, Business quarter page ad in journal (3.75" wide x 4.75" high), logo placement on event website and listing in UWDOR Annual Report.

Gift-in-kind sponsorships recognized at a level at half the dollar value of the donation



United Way of the
Dutchess-Orange Region



Celebration of Service honoring



Please complete this form and return it to United Way by April 14. Email it to events@uwdor.org, fax it to 845-471-1933, or mail it to United Way, 75 Market Street, Poughkeepsie, NY 12601 Attn: 2022 Celebration of Service

Tuesday, May 24 - 5:30-8:30pm
The Grandview, Poughkeepsie, NY

Please transmit your digital commercial (.mp4, .mov) and your digital ad (PDF/JPG/TIFF) by April 28 to smarchewka@uwdor.org.

If you would like us to design an ad for you, please call Susan at (845) 471-1900 ext 3126.

AD DIMENSIONS

- Full Page (7.25" wide x 9.825" high)
- Half Page (7.25" wide x 4.75" high)
- Quarter Page (3.75" wide x 4.75" high)
- Business Card (3.5" wide x 2" high)

ADS ARE BLACK & WHITE. Color ads are accepted, but will be converted to b/w. Please include website link for virtual journal.

Sponsor Level	Cost
<input type="checkbox"/> Presenting	\$15,000
<input type="checkbox"/> Platinum	\$10,000
<input type="checkbox"/> Gold	\$ 7,500
<input type="checkbox"/> Silver	\$ 5,000
<input type="checkbox"/> Bronze	\$ 2,500
<input type="checkbox"/> Partner	\$ 1,000

Total \$_____

Program Journal Ad	Cost
<input type="checkbox"/> Full Page	\$ 750
<input type="checkbox"/> Half Page	\$ 500
<input type="checkbox"/> Quarter Page	\$ 350
<input type="checkbox"/> Business Card	\$ 200
<input type="checkbox"/> Tickets \$150	
<input type="checkbox"/> Nonprofit Tickets \$125	\$_____

Total \$_____

Name _____

Business _____

Mailing Address _____

City _____ State _____ Zip _____

Phone _____ Email _____ Website _____

I cannot attend, but would like to support United Way with my donation of \$_____

☐ Check Please make checks payable to United Way of the Dutchess-Orange Region
Mail to: United Way, 75 Market Street, Poughkeepsie, NY 12601

☐ Visa/MC/AMEX/Discover # _____ Exp _____ Code _____

Signature _____ Date _____

Questions? Call Susan at 845-471-1900 ext 3126 or email smarchewka@uwdor.org.
www.uwdor.org/celebration