

**RESPOND.**

**RECOVER.**

**REIMAGINE.**

**REBUILD.**



*United Way of the Dutchess-Orange Region*

## **ANNUAL SPONSORSHIP OPPORTUNITIES**

### *Creating Major Change Through Philanthropy*

**Be recognized for your extraordinary support of local philanthropy, volunteerism and advocacy. Increase your organization's visibility at events, in the press and on social media.**

Last year United Way of the Dutchess-Orange Region's Annual Sponsors helped impact the lives of over 240,000 of our neighbors and friends, including those struggling with access to food, homelessness, violence at home, barriers to education and financial crisis. Thank you for considering an annual sponsorship – your support makes our community better.

**PREMIERE  
ANNUAL  
SPONSOR**

**\$10,000** (\$10,000 is tax-deductible)\*

*Up to 1,754,560 impressions*

**ANNUAL  
SPONSOR**

**\$5,000** (\$5,000 is tax-deductible)\*

*Choice of 4 sponsorship options*

*Up to 682,604 impressions*

**Partnership Benefits:** Company logos prominently displayed on UWDOR webpage • Company recognized with logos on event materials as applicable (invitations, email blasts, social media posts, newsletters, signage, etc.) • Acknowledgment in UWDOR press releases pertaining to all listed events • Recognition of partnership at all relevant events • 2 tables or 20 tickets and full page advertisement in program journals to all UWDOR Signature Events • Company representative invited to welcome guests at Community Event.

**Partnership Benefits:** Company logos displayed on UWDOR webpage • Company recognized with logos on event materials as applicable (invitations, email blasts, social media posts, newsletters, signage, etc.) • Acknowledgment in UWDOR press releases pertaining to the 4 events • Recognition of partnership at the 4 events • 1 table or 10 tickets and half page advertisement in program journals to the selected UWDOR Signature Event(s).

\* Tax deduction subject to change pending in-person events. Payments can be made quarterly as requested

## ANNUAL SIGNATURE EVENTS & PEER-TO-PEER CONTESTS

### Celebration of Service & Talent United

United Way's premier annual recognition of industry and community leaders, to be held virtually this June. Recognize the work of United Way, salute our Distinguished Leadership Award recipient and highlight our talented community members through Talent United. (Up to 210,000 Impressions)



### Community Breakfast & Kindness Champion

Annual in-person or virtual event in September to launch the United Way fundraising season and salute local Community Champions. The Kindness Champion is United Way's annual recognition of local residents displaying acts of kindness in our community. (Up to 210,000 Impressions)



### Pull the Plane

Pull the Plane is the FUNdraising event in the Hudson Valley. Teams compete to be the fastest to pull a cargo plane over a distance of 12 feet. Awards for most creative costumes, most team spirit and best fundraisers are presented. Pull the Plane is tentatively scheduled for Fall 2021 (depending on clearances). (Up to 210,000 Impressions)



## COMMUNITY EVENTS

### Leadership and Tocqueville Society

Over 200 United Way donors are members of the United Way Leadership Society. More than \$300,000 is raised annually from Leadership Donors who donate an individual or joint gift of \$1,000 or more per year. Tocqueville Society members give a gift of \$10,000 or more annually. Your sponsorship of the society will help steward this philanthropic group of community and business leaders through the annual Leadership Society event in November and quarterly newsletters, which highlight Leadership and Tocqueville Society donors, their business and community affiliations. (Up to 1,360 Impressions)



### Young Leaders Holiday Happy Hour/Gift Card Drive

Each December, United Way recognizes the hard work of our volunteers through a Happy Hour hosted by Young Leaders United, a dedicated group of United Way Young Professionals. Participants are encouraged to donate a gift card for local families in need. (Up to 70,620 Impressions)



# COMMUNITY EVENTS CONTINUED

## Nonprofit Professional Development Training

Employees of nonprofit organizations are less likely to be offered professional development opportunities due to the cost of time, travel and training related to skill development. Employee engagement creates more satisfied employees and reduces turnover. Twice annually, United Way provides free, relevant training to local nonprofit employees, engaging 100-200 participants at each event. Trainings cover a variety of topics. (Up to 153,750 Impressions)



## Annual Community Conversation

In order for United Way's work to be relevant, we must listen to the pulse of the community. We facilitate large scale Community Conversations to ensure we are linking stakeholders and working together to solve the most pressing problems facing our communities. (Up to 76,875 Impressions)



## Volunteer Initiative

Annually, United Way of the Dutchess-Orange Region facilitates thousands of volunteers to serve our community. Half-day and full-day in-person and virtual projects include sorting food at the Food Bank of the Hudson Valley, participating in a community clean up, letter writing to isolated seniors, or walking dogs for an animal shelter. The Martin Luther King Jr. 21-Day Equity Challenge and the Juneteenth Racial Equity Challenge provide individuals opportunities to further their knowledge of diversity and equity. (Up to 230,625 Impressions)



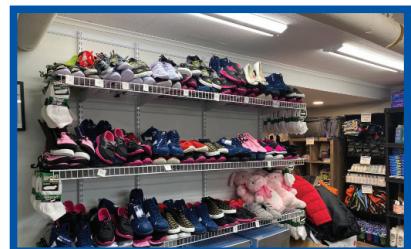
## Community Supply Drives

Every year, United Way facilitates essential needs supply drives and distributes items in Dutchess and Orange communities. Donations include hygiene items, school supplies, food and books. As a sponsor your company logo will be listed on all marketing materials and promotion of supply drives. (Up to 181,860 Impressions)



## Day of Sharing & Louis Greenspan Children's Corner

United Way's gifts-in-kind program supports more than 10,000 at risk families by providing essential need items. At weekly events United Way distributes new merchandise to clients and students of nonprofit organizations, faith-based organizations and school districts. Your company will be listed as a sponsor of our weekly Day of Sharing, which provides hygiene, clothing, and household items to families who would otherwise go without. (Up to 76,875 Impressions)



# ANNUAL SPONSORSHIP CONFIRMATION

To confirm your annual sponsorship, please fill out this form and return it to Michelle Nepton ([mnepton@uwdor.org](mailto:mnepton@uwdor.org)) or call to discuss- 845-471-1900 ext 3115.



<b>Sponsor Level</b>	<b>Cost</b>
<input type="checkbox"/> Premiere Annual Sponsor (all events)	\$10,000
<input type="checkbox"/> Annual Sponsor (Choose from 4 options below)	\$5,000
<input type="checkbox"/> Celebration of Service & Talent United	
<input type="checkbox"/> Community Breakfast & Kindness Champion	
<input type="checkbox"/> Pull the Plane	
<input type="checkbox"/> Leadership & Tocqueville Society	
<input type="checkbox"/> Young Leaders Holiday Happy Hour/Gift Card Drive	
<input type="checkbox"/> Nonprofit Professional Development Training	
<input type="checkbox"/> Annual Community Conversation	
<input type="checkbox"/> Volunteer Initiative	
<input type="checkbox"/> Community Supply Drives	
<input type="checkbox"/> Day of Sharing & Louis Greenspan Children's Corner	
	Total \$_____

Name \_\_\_\_\_

Business \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_ Website \_\_\_\_\_

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 \_\_\_\_\_

**Don't see what you're looking for? There are individual event sponsorships from \$500 and up.  
Contact Michelle Nepton at 845-471-1900 ext 3115 to discuss a customized package that fits your needs.**