

**RESPOND. RECOVER. REIMAGINE. REBUILD.**

United Way of the  
Dutchess-Orange Region



# VIRTUAL Celebration of Service **JUNE 8, 2021**

## SPONSORSHIP OPPORTUNITIES

### PRESENTING SPONSOR

**\$15,000** (\$15,000 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, Special Presenting Level gift sent to all your guests, your logo featured in event emails up to 120,000 impressions, company profile in 3 bi-weekly e-newsletters with 30,000 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 60,000 impressions, opportunity to offer 1 virtual marketing gift to each attendee, invitation to speak at virtual event, full page feature ad on back or inside cover of virtual journal (7.25" wide x 9.825" high), prime logo placement on event website and listing in UWDOR Annual Report.

### PLATINUM SPONSOR

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

**Your sponsorship will help 40 struggling college students remain in school.** You will receive admission for 20 VIP guests, Special Platinum Level gift sent to all your guests, logo on invitation and mention in all event print & radio advertising and promotion, your logo featured in event emails up to 120,000 impressions, company profile in bi-weekly e-newsletters with 20,000 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 50,000 impressions, opportunity to offer 1 virtual marketing gift to each attendee, invitation to speak at virtual event, full Platinum page ad in virtual journal (7.25" wide x 9.825" high), prime logo placement on event website and listing in UWDOR Annual Report.

### GOLD SPONSOR

**\$7,500** (\$7,500 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, Special Gold Level gift sent to all your guests, your logo featured in event emails up to 120,000 impressions, company profile in 1 bi-weekly e-newsletters with 10,000 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 40,000 impressions, full Gold page ad in virtual journal (7.25" wide x 9.825" high), logo placement on event website and listing in UWDOR Annual Report.

### SILVER SPONSOR

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

**Your sponsorship will provide 7 families dinner every day for a year.** You will receive admission for 10 guests, Special Silver Level gift sent to all your guests, your logo featured in event emails up to 120,000 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 30,000 impressions, full Silver page ad in virtual journal (7.25" wide x 9.825" high), logo placement on event website and listing in UWDOR Annual Report.

### BRONZE SPONSOR

**\$2,500** (\$2,500 is tax-deductible)

**Your sponsorship will provide legal advice and shelter to 25 homeless veterans.** You will receive admission for 10 guests, Bronze Level gift sent to all your guests, your logo featured in event emails up to 120,000 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 20,000 impressions, Bronze half page ad in virtual journal (7.25" wide x 4.75" high), logo placement on event website and listing in UWDOR Annual Report.

### BUSINESS SUPPORTER

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

**Your sponsorship will help 10 domestic abuse survivors find stability and independence.** You will receive admission for 5 guests, Business Supporter gift sent to all your guests, your business name featured in event emails up to 120,000 impressions, your company recognized across our social media channels 1x for more than 10,000 impressions, Business quarter page ad in virtual 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*



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United Way of the Dutchess-Orange Region



# VIRTUAL Celebration of Service **JUNE 8, 2021**

Please complete this form and return it to United Way by May 1. Email it to [events@uwdor.org](mailto:events@uwdor.org), fax it to 845-471-1933, or mail it to United Way, 75 Market Street, Poughkeepsie, NY 12601 Attn: 2021 Celebration of Service

## 6:00pm VIRTUAL ONLINE CELEBRATION

Please transmit your digital commercial (.mp4, .mov) by April 15 and your digital ad (PDF/JPG/TIFF) by May 1 to [smarchewka@uwdor.org](mailto: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 IN COLOR.**  
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"/> Business	\$ 1,000

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"/> Free Tickets #_____ suggested per person donation \$50	\$_____

Total \$\_\_\_\_\_

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](mailto:smarchewka@uwdor.org).  
[www.uwdor.org/celebration2021](http://www.uwdor.org/celebration2021)

# TALENT UNITED

June 8, 2021

## SPONSORSHIP OPPORTUNITY



United Way of the Dutchess-Orange Region

### HEADLINER

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

As the Talent United Headliner Sponsor you will receive admission for 10 guests to Celebration of Service on 6/8/21, your logo and link to your page featured prominently on the Talent United webpage and contestant pages with daily voting from April 16 to June 6 (an estimated 38,000 pageviews), your logo in Talent United emails up to 120,000 impressions, full page Headliner ad in virtual Celebration program journal (7.25" wide x 9.825" high), recognized as Talent United Headliner sponsor in print and radio ads, opportunity for someone from your organization to serve as Celebrity Judge for Talent United and listing in UWDOR Annual Report.

Sponsor Level	Cost	Program Journal Ad for Contestants	Cost
<input type="checkbox"/> Headliner	\$5,000	<input type="checkbox"/> Full Page (7.25" wide x 9.825" high)	\$ 750
		<input type="checkbox"/> Half Page (7.25" wide x 4.75" high)	\$ 500
		<input type="checkbox"/> Quarter Page (3.75" wide x 4.75" high)	\$ 350
		<input type="checkbox"/> Business Card (3.5" wide x 2" high)	\$ 200
		<input type="checkbox"/> Free Tickets # _____ suggested per person donation \$50	\$ _____
	Total \$ _____		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 845-471-1900 ext 3126 or email [smarchewka@uwdor.org](mailto:smarchewka@uwdor.org).  
[www.uwdor.org/celebration2021](http://www.uwdor.org/celebration2021)

# TALENT UNITED

June 8, 2021

ENTER NOW

[WWW.UWDOR.ORG/TALENTUNITED](http://WWW.UWDOR.ORG/TALENTUNITED)



United Way of the  
Dutchess-Orange Region

## SEEKING DUTCHESS-ORANGE REGION'S 2021 TALENT UNITED CONTESTANTS

United Way of the Dutchess-Orange Region (UWDOR) is hosting our first Talent United contest. The winner will be announced at our virtual Celebration of Service Awards on June 8, 2021. The winner is determined by the most votes. Enter the contest by filling out the form online and include a link to your talent video. Let's bring a spotlight to your community.

- Contest is open to anyone who lives or works in Dutchess or Orange Counties
- Adults and children are both eligible
- Talent can be musical, dance, magic, comedy, etc.
- Video must be no more than 3 minutes long
- Video must be uploaded to YouTube as "unlisted" and shared with UWDOR by link in application form at: [www.uwdor.org/applicationtalentunited](http://www.uwdor.org/applicationtalentunited)
- Applications and video links must be received by UWDOR by April 1, 2021
- All videos will be reviewed by a panel of judges who will determine our top entries
- The top entries will be announced on April 16, 2021 with the video featured on your special Talent United page on [www.uwdor.org/talentunited](http://www.uwdor.org/talentunited). The top entries will be voted on by your community from April 16 - June 6, 2021. You can share the link of your page on social media and with family and friends
- Voting ends promptly on Sunday, June 6, 2021 at 9:00pm
- Winner will be determined by the highest number of votes received by June 6, 2021 at 9pm
- All top contestants will be listed in our online virtual program journal
- The top three winners will be showcased at our event on June 8, 2021 from 6 - 7pm
- Prizes will be awarded to the top three winners
- The top three winners will be featured in a UWDOR publicity campaign
- The top three winners will receive a donation to their favorite charity in Dutchess or Orange Counties