

LIVE UNITED



United Way of the
Dutchess-Orange Region

2016 CAMPAIGN FOR THE
**COMMON
GOOD**
**KICK-OFF
BREAKFAST**
SEPT 15, 2016

**BE RECOGNIZED
AS A 2016
KICK-OFF
BREAKFAST
SPONSOR!**

PRESENTING SPONSOR: \$10,000
(\$9,730 is tax deductible)

YOU ARE THE PRESENTING SPONSOR BRINGING THE CAMPAIGN KICK-OFF BREAKFAST TO THE COMMUNITY. YOU WILL HAVE NAMING RIGHTS AND YOUR NAME/ LOGO WILL BE INTEGRATED INTO THE EVENT BRANDING! YOUR COMPANY WILL OPEN UP AT THE PODIUM!

- Your company name and sponsorship level will be announced in a United Way press release prior to the event
- Invited to speak at the podium to welcome guests to breakfast
- Prime seating: Two VIP Tables of 10 (20 guests) with option to donate a table to a nonprofit organization of your choice
- Full page ad on back cover of Awards Program Journal
- Presenting Sponsor will receive “top billing” in print advertising and in all event promotion, and social media
- Recognition in Powerpoint display at event
- Photo with the 2016 Community Champion Honorees
- Prime logo placement on United Way website
- Sponsor listing in Program Journal

PLATINUM EVENT SPONSOR: \$7,500
(\$7,230 is tax deductible)

- Prime Seating: Two VIP Tables of 10 (20 guests) with option to donate a table to a nonprofit organization of your choice
- Full page Platinum or Inside Back Cover in Awards Program Journal
- Logo recognition in all print advertising
- Recognition in Powerpoint display at event
- Prime placement of company name in email blasts and all event promotions
- Logo on United Way website
- Recognition at podium
- Sponsor listing in Program Journal

GOLD EVENT SPONSOR: \$5,000
(\$4,865 is tax deductible)

- One table (10 Guests) with option to donate two tickets to a nonprofit organization of your choice
- Full Gold page ad in Awards Program Journal
- Logo on United Way website
- Recognition in Powerpoint display at event
- Prime placement of company name in email blasts
- Recognition at podium
- Sponsor listing in Program Journal

SILVER EVENT SPONSOR: \$2,500
(\$2,365 is tax deductible)

- One table (10 guests) with option to donate two tickets to a nonprofit organization of your choice
- Full Silver page ad in Awards Program Journal
- Logo on United Way website
- Recognition in Powerpoint display at event
- Sponsor listing in Program Journal

LEADERSHIP SUPPORTER: \$1,000
(\$933 is tax deductible)

- Half table (5 Guests)
- Half page ad in Awards Program Journal
- Business name on United Way website
- Sponsor listing in Program Journal

BUSINESS SUPPORTER: \$400
(\$360 is tax deductible)

- Three tickets
- Business card ad in Program Journal
- Business name on United Way website
- Sponsor listing in Program Journal

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**SPONSORSHIP &
 ADVERTISING
 OPPORTUNITIES
 AT-A-GLANCE**

WHAT YOU'LL RECEIVE AS A SPONSOR...	PRESENTING SPONSOR \$10,000	PLATINUM SPONSOR \$7500	G O L D SPONSOR \$5000	S I L V E R SPONSOR \$2500	LEADERSHIP SUPPORTER \$1000	BUSINESS SUPPORTER \$400
NUMBER OF EVENT TICKETS	20 VIP TIX	20 VIP TIX	10 TIX	10 TIX	5 TIX	3 TIX
AD IN PROGRAM JOURNAL	FULL PAGE VIP	FULL PAGE PRIME	FULL PAGE	FULL PAGE	HALF PAGE	BUSINESS CARD
LOGO IN NEWSPAPER ADS	✓	✓				
WELCOME GUESTS FROM PODIUM	✓					
RECOGNITION FROM PODIUM	✓	✓	✓			
PHOTO WITH HONOREES	✓					
SIGNAGE RECOGNITION AT EVENT	✓	✓				
RECOGNITION IN PROGRAM JOURNAL	✓	✓	✓	✓	✓	✓
RECOGNITION IN POWERPOINT DISPLAY	✓	✓	✓	✓		
RECOGNITION IN EVENT EBLASTS	✓	✓	✓			
RECOGNITION IN SOCIAL MEDIA POSTS	✓	✓	✓	✓		
RECOGNITION ON WEBSITE	✓	✓	✓	✓	✓	✓
RECOGNITION IN PRESS RELEASE	✓	✓				

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

Ad Pricing

Full Page Ad	\$200
Half Page Ad	\$150
Quarter Page Ad	\$100
Business Card Ad	\$ 50

PLEASE NOTE PROGRAM JOURNAL ADS ARE BLACK & WHITE

LIVE UNITED

2016 CAMPAIGN
FOR THE

SAVE THE DATE!
09.15.16

**United
Way**



**COMMON
GOOD
KICK-OFF
BREAKFAST**

PRESENTING SPONSOR



United Way of the
Dutchess-Orange Region

HONORING THE 2016 COMMUNITY CHAMPIONS!



SHEILA U. APPEL

US Regional Director for Corporate Citizenship Initiatives
IBM



MICHAEL J. GILFEATHER

President & CEO
Orange Bank & Trust Company

Featuring Special Presentations by Community Partners:

Family Services, Inc.
Mental Health America of Dutchess County
Safe Homes of Orange County

SPONSORSHIPS, PROGRAM JOURNAL ADVERTISING, TICKETS:

www.uwdor.org/sponsorship/kickoff2016

THURSDAY, SEPTEMBER 15TH
7:30 - 9:00AM

The Poughkeepsie Grand Hotel
40 Civic Center Plaza
Poughkeepsie, NY

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LIVE UNITED®

I want to support United Way & my community by being a 2016 Campaign Kick-Off Breakfast Sponsor and/or Advertiser!

Please complete this form and return it to United Way by **August 10**.

Email it to rjohnson@uwdor.org, fax it to 845-471-1933, or mail it to United Way, 75 Market Street, Poughkeepsie, NY 12601.

SPONSOR LEVEL	COST	PROGRAM JOURNAL AD	COST
<input type="checkbox"/> PRESENTING	\$10,000	<input type="checkbox"/> FULL PAGE	\$200
<input type="checkbox"/> PLATINUM	\$ 7,500	<input type="checkbox"/> HALF PAGE	\$150
<input type="checkbox"/> GOLD	\$ 5,000	<input type="checkbox"/> QUARTER PAGE	\$100
<input type="checkbox"/> SILVER	\$ 2,500	<input type="checkbox"/> BUSINESS CARD	\$ 50
<input type="checkbox"/> LEADERSHIP SUPPORTER	\$ 1,000		
<input type="checkbox"/> BUSINESS SUPPORTER	\$ 400		

TICKETS

_____ TICKETS X \$35 \$ _____

TOTAL \$ _____

TOTAL \$ _____

*Please email your digital ads (PDF/JPG/TIFF) by August 15, 2016 to edarrow@uwdor.org.
 If you would like us to design an ad for you, please call Emily at (845) 471-1900 ext 3114.*

NAME _____

BUSINESS _____

MAILING ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ EMAIL _____ WEBSITE _____

I CANNOT ATTEND, BUT WOULD LIKE TO SUPPORT THE 2016 CAMPAIGN FOR THE COMMON GOOD 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? CONTACT RACHEL JOHNSON AT 845-471-1900 EXT 3118