

Honoring Community Champions



John P. O'Shea
*Chairman of the Board
Marshall & Sterling Inc.*



John F. Rath
*First Senior Vice President
and Group Manager
Lakeland Bank*

2017 Campaign
Kick-Off Breakfast
9/14 @ 7:30am

celebrating
80
years
1937 - 2017

Honoring Nonprofit
Community Partners
• Catharine Street
Community Center
• HONORehg
• Legal Services of
the Hudson Valley



United Way of the
Dutchess-Orange Region

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 color ad on back cover of 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 2017 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 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 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 Program Journal
- Logo on United Way website
- Recognition in Powerpoint display at event
- Sponsor listing in Program Journal

Bronze: \$1,000

(\$933 is tax deductible)

- Half table (5 Guests)
- Half page ad in 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

Save the date!
9/14 @ 7:30am

celebrating

80
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1937 - 2017

Sponsorship & Advertising Opportunities At-A-Glance

What you'll receive as a sponsor...	Presenting Sponsor \$10,000	Platinum Sponsor \$7500	Gold Sponsor \$5000	Silver Sponsor \$2500	Bronze Sponsor \$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 Color 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	\$125
Business Card Ad	\$ 75

**PLEASE NOTE PROGRAM JOURNAL ADS ARE
BLACK & WHITE**



Please complete this form and return it to United Way by August 15. Email it to rjohnson@uwdor.org, fax it to 845-471-1933, or mail it to United Way, 75 Market Street, Poughkeepsie, NY 12601 Attn: 2017 Kick-Off

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	\$125
<input type="checkbox"/> Silver	\$ 2,500	<input type="checkbox"/> Business Card	\$ 75
<input type="checkbox"/> Bronze	\$ 1,000		
<input type="checkbox"/> Business Supporter	\$ 400		
		Tickets	
		<input type="checkbox"/> #_____ Tickets x \$40	\$_____
Total \$_____		Total \$_____	

*Please email your digital ads (PDF/JPG/TIFF) by August 21, 2017 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 2017 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