

BE RECOGNIZED AS A CELEBRATION OF SERVICE AWARDS SPONSOR!

Celebration of Service

WEDNESDAY, APRIL 25TH, 2018



Honoring Denise Doring VanBuren
with 2018 Distinguished Leadership Award



United Way of the
Dutchess-Orange Region

PRESENTING SPONSOR: \$15,000

(\$14,182 is tax deductible)

Impress clients, customers, and your employees with a stronger association with the community's premier impact organization. You will have naming rights and your name/logo will be integrated into the event branding! Your company will open up at the podium!

- Product/service exclusivity. No other company in the same industry category will be permitted to sponsor the event at this level
- Your company logo will be projected on the wall during the cocktail reception and on video presentation screens
- An opportunity to have a special appetizer created and named in your honor for the cocktail reception
- Your company name and sponsorship level will be featured in a United Way press release prior to the event
- Opportunity to include company materials and/or donated product as departing gift
- Invited to speak at the podium to welcome guests to dinner
- Prime seating: Two VIP Tables of 10 (20 guests)
- One additional table sponsored by you and donated to a community nonprofit of your choice
- Full page color ad on back cover of Awards Program Journal (7.25" wide x 9.825" high)
- Presenting Sponsor will receive "top billing" on printed invitation (deadline 2/16) and in all event advertising, promotion, signage and social media
- An exclusive photo opportunity with Distinguished Leadership Award Honoree
- An opportunity to have a member of United Way leadership host your table
- Prime logo placement on United Way website
- Your company listing featured in UWDOR's 2017 - 2018 Annual Report
- Invitations to other exclusive United Way events

*In-Kind Sponsorships are recognized at a level of
half the dollar value of the donation*

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PLATINUM EVENT SPONSOR: \$10,000 (\$9,182 is tax deductible)

- Prime Seating: Two VIP Tables of 10 (20 guests)
- One additional table sponsored by you and donated to a community nonprofit of your choice
- Full Platinum page ad in Awards Program Journal (7.25" wide x 9.825" high)
- Prime placement of logo or company name printed on invitation (deadline 2/16) and in all event advertising, promotion, and signage including banner display
- An exclusive photo opportunity with Distinguished Leadership Award Honoree
- An opportunity to have a representative from United Way or one of our nonprofit partners seated at your table
- Logo on United Way website
- Recognition from podium at event
- Your company listing featured in UWDOR's 2017 - 2018 Annual Report
- Invitations to other exclusive United Way events

GOLD EVENT SPONSOR: \$7,500 (\$6,682 is tax deductible)

- Two tables (20 Guests)
- Option to donate two tickets to a community nonprofit of your choice
- Full Gold page ad in Awards Program Journal (7.25" wide x 9.825" high)
- Logo on United Way website
- Recognition on banner display
- Your company listing featured in UWDOR's 2017 - 2018 Annual Report
- Invitations to other exclusive United Way events

SILVER EVENT SPONSOR: \$5,000 (\$4,182 is tax deductible)

- Two tables (20 guests)
- Option to donate two tickets to a community nonprofit of your choice
- Full Silver page ad in Awards Program Journal (7.25" wide x 9.825" high)
- Logo on United Way website
- Your company listing featured in UWDOR's 2017 - 2018 Annual Report

BRONZE EVENT SPONSOR: \$2,500 (\$2091 is tax deductible)

- One table (10 Guests)
- Half Bronze page ad in Awards Program Journal (7.25" wide x 4.75" high)
- Logo on United Way website
- Your company listing featured in UWDOR's 2017 - 2018 Annual Report

BUSINESS SUPPORTER: \$1,000 (\$836 is tax deductible)

- Four tickets
- Quarter page ad in Program Journal (3.75" wide x 4.75" high)
- Business name on United Way website
- Your company listing featured in UWDOR's 2017 - 2018 Annual Report

Special Opportunity

Table Sponsorship for Students: \$2,500 (2 opportunities only) (\$2,418 is tax deductible)

- One table for 10 students plus two chaperones
- Recognition in Program Journal as Bronze Event Sponsor
- Half Page ad in Program Journal (7.25" wide x 4.75" high)

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SPONSORSHIP & ADVERTISING OPPORTUNITIES AT-A-GLANCE

WHAT YOU'LL RECEIVE AS A SPONSOR...	PRESENTING \$15,000	PLATINUM \$10,000	G O L D \$7,500	S I L V E R \$5,000	B R O N Z E \$2,500	B U S I N E S S \$1,000
NUMBER OF EVENT TICKETS	20 VIP TIX + 10 TIX FOR NONPROFIT	20 VIP TIX + 10 TIX FOR NONPROFIT	20 TIX	20 TIX	10 TIX	4 TIX
AD IN PROGRAM JOURNAL	FULL PAGE COLOR VIP	FULL PAGE PRIME	FULL PAGE	FULL PAGE	HALF PAGE	QUARTER PAGE
LOGO ON INVITATIONS	✓	✓				
LOGO IN NEWSPAPER ADS	✓	✓				
WELCOME GUESTS FROM PODIUM	✓					
SPECIAL RECOGNITION FROM PODIUM	✓	✓				
PHOTO WITH HONOREE	✓	✓				
SIGNAGE RECOGNITION AT EVENT	✓	✓	✓			
RECOGNITION IN PROGRAM JOURNAL	✓	✓	✓	✓	✓	✓
SPECIAL RECOGNITION IN PRESS RELEASE	✓					
RECOGNITION IN EVENT EBLASTS	✓	✓	✓			
RECOGNITION IN SOCIAL MEDIA POSTS	✓	✓	✓	✓		
RECOGNITION ON WEBSITE	✓	✓	✓	✓	✓	✓

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	\$750
Half Page Ad	\$500
Quarter Page Ad	\$350
Business Card Ad	\$200

PROGRAM JOURNAL ADS ARE
BLACK & WHITE except as noted

Please email your digital ad (PDF/JPG/
TIFF) by March 21, 2018 to:
edarrow@uwdor.org.

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I want to be a Celebration of Service Awards Sponsor and/or Advertiser!

Please complete this form and return to United Way by **March 12, 2018**.

Email to: jhiggs@uwdor.org, fax to:

845-471-1933, or mail to:
**United Way, 75 Market Street,
Poughkeepsie, NY 12601.**

SPONSOR LEVEL		COST	PROGRAM JOURNAL AD		COST
<input type="checkbox"/>	PRESENTING	\$15,000	<input type="checkbox"/>	FULL PAGE	\$ 750
<input type="checkbox"/>	PLATINUM	\$10,000	<input type="checkbox"/>	HALF PAGE	\$ 500
<input type="checkbox"/>	GOLD	\$ 7,500	<input type="checkbox"/>	QUARTER PAGE	\$ 350
<input type="checkbox"/>	SILVER	\$ 5,000	<input type="checkbox"/>	BUSINESS CARD	\$ 200
<input type="checkbox"/>	BRONZE	\$ 2,500	SPECIAL OPPORTUNITIES		
<input type="checkbox"/>	BUSINESS	\$ 1,000	<input type="checkbox"/>	TABLE FOR STUDENTS <i>(2 opportunities only)</i>	\$2,500
TOTAL \$ _____			<input type="checkbox"/>	TICKETS # _____ TICKETS x \$130	
					TOTAL \$ _____

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	\$750
Half Page Ad	\$500
Quarter Page Ad	\$350
Business Card Ad	\$200

PROGRAM JOURNAL ADS ARE
BLACK & WHITE except as noted

*Please email your digital ad (PDF/JPG/
TIFF) by March 21, 2018 to:
edarrow@uwdor.org.*

NAME _____

BUSINESS _____

MAILING ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ EMAIL _____ WEBSITE _____

I CANNOT ATTEND, BUT WOULD LIKE TO SUPPORT THE 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 845-471-1900 EXT 3118