

75 Market Street  
Poughkeepsie, NY 12601  
Tel (845) 471.1900  
Fax (845) 471.1933

[www.uwdor.org](http://www.uwdor.org)

30 Scott's Corners Drive, Suite 102  
Montgomery, NY 12549  
Tel (845) 471.1900



United Way of the  
Dutchess-Orange Region



Please join us at our biggest event of the year — the **2017 Celebration of Service Awards!** We will honor **Steven E. Howell**, partner at RBT Accounting and Consulting Services CPAs, LLP. Steve is a champion for the common good and a prominent community and business leader.

**Wednesday, April 19, 2017**  
**Anthony's Pier 9**  
**2975 US-9W, New Windsor, NY 12553**  
**5:30pm Cocktail Reception, Silent Auction, and Nonprofit Showcase**  
**6:30 - 9:00pm Dinner and Awards Ceremony**

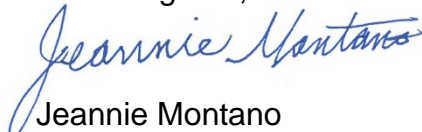
At our Celebration of Service Awards we will also recognize United Way of the Dutchess-Orange Region's (UWDOR) key campaign volunteers and community supporters, whose partnership enables UWDOR to positively impact our community.

This year we are thrilled to have the opportunity to introduce our Veterans Initiative at the Celebration of Service. We hope to invite 20 veterans to attend the dinner and you can help facilitate this through a special sponsorship opportunity. In addition, there will be a Veterans Spotlight during the program. Mission United, the new Veterans Initiative, will provide help for veterans to access housing, legal, and employment training services.

This event brings together over 500 successful community and business leaders. Not only will you have access to this highly influential group, but you will be supporting our community fund with crucial dollars. Participating in a sponsorship will afford your organization the opportunity to network, connect, forge customer relationships, and enhance your visibility. From combating poverty and homelessness to helping ensure children succeed in school – your gift can literally save lives! Enclosed is a listing of all sponsorship, advertising, and silent auction opportunities.

Thank you for your commitment to our community. If you have *any* questions, please call Rachel Johnson at 845-471-1900 ext 3118. Let's all come together on April 19<sup>th</sup> and pay it forward to build a stronger and healthier community.

Warm regards,

  
Jeannie Montano

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## WHY SUPPORT THE 2017 CELEBRATION OF SERVICE AWARDS?



This event brings together over 500 successful community and business leaders. Not only will you have access to this highly influential group, but you will be supporting our community with crucial dollars. Participating affords your company the opportunity to network, connect, forge new customer relationships, and enhance the visibility of your company's philanthropy.

- **Make A Difference!** Feel good about helping those in need.
- **Gain visibility!** Build your customer base! Depending on your sponsorship package, sponsors will be recognized in print materials, email blasts, and social media posts. That's thousands of people who will see your name!
- **Influence the future!** Increase the strength of Dutchess and Orange counties.
- **Make Connections!** This is a great social and professional networking opportunity.
- **Associate with other top business leaders!**
- **Collaborate!** Join with the counties' most highly regarded thinkers and conveners addressing the most critical needs of the community.
- **Build Customer Loyalty!** Customers increasingly base their purchasing decisions on a company's support of worthy causes. You are associating with the premier impact organization of Dutchess and Orange counties.
- **Celebrate!** Honor community leaders like Steven E. Howell of RBT Accounting and Consulting Services CPAs, LLP, and many other organizations who personify the very values of United Way.
- **Inspire Positive Action in others!**
- **Support United Way's new Veterans Initiative, Mission United!** Sponsor a table of veterans to attend Celebration of Service.
- **Receive a tax deduction!** United Way of the Dutchess-Orange Region is a fully-qualified 501(c)(3) non-profit organization. A portion of your participation is tax deductible.

Take a look at our sponsorship packages and benefits today!

[www.uwdor.org/celebration-sponsors](http://www.uwdor.org/celebration-sponsors)

Questions? 845-471-1900 ext 3118

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# BE RECOGNIZED AS A CELEBRATION OF SERVICE AWARDS SPONSOR!

THE 2017  
CELEBRATION OF SERVICE:  
A COMMUNITY UNITED  
CAMPAIGN  
FOR THE  
**2016 COMMON  
GOOD  
AWARDS**  
**APRIL 19, 2017**

## LIVE UNITED



United Way of the  
Dutchess-Orange Region

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### 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
- Presenting Sponsor will receive "top billing" on printed invitation (deadline 1/27) 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 2016 - 2017 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*

# BE RECOGNIZED AS A CELEBRATION OF SERVICE AWARDS SPONSOR!

THE 2017  
CELEBRATION OF SERVICE:  
A COMMUNITY UNITED

2016 CAMPAIGN  
FOR THE  
COMMON  
GOOD  
AWARDS  
APRIL 19, 2017

## LIVE UNITED



United Way of the  
Dutchess-Orange Region

### 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
- Prime placement of logo or company name printed on invitation (deadline 1/27) 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 the 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 2016 - 2017 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
- Logo on United Way website
- Recognition on banner display
- Your company listing featured in UWDOR's 2016 - 2017 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
- Logo on United Way website
- Your company listing featured in UWDOR's 2016 - 2017 Annual Report

### BRONZE EVENT SPONSOR: \$2,500 (\$2,091 is tax deductible)

- One table (10 Guests)
- Half Bronze page ad in Awards Program Journal
- Logo on United Way website
- Your company listing featured in UWDOR's 2016 - 2017 Annual Report

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

- Four tickets
- Quarter page ad in Program Journal
- Business name on United Way website
- Your company listing featured in UWDOR's 2016 - 2017 Annual Report

### Special Opportunity Table Sponsorship for Veterans: \$2,500 (2 opportunities only) (\$2,418 is tax deductible)

- One table for 10 veterans plus two tickets
- Recognition in Program Journal as Bronze Event Sponsor
- Half Page ad in Program Journal

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

THE 2017  
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2016 CAMPAIGN  
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APRIL 19, 2017

# 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 27, 2017 to:  
[edarrow@uwdor.org](mailto:edarrow@uwdor.org).

If you would like us to design an ad  
for you for an additional \$25 charge,  
please call (845) 471-1900 ext 3114.



THE 2017  
CELEBRATION OF SERVICE:  
A COMMUNITY UNITED

2016 CAMPAIGN  
FOR THE  
COMMON  
GOOD  
AWARDS  
APRIL 19, 2017

# LIVE UNITED®

I want to support United Way & my community by being a Celebration of Service A CommUNITY United Awards Sponsor and/or Advertiser!

Please complete this form and return to United Way by **March 27, 2017**.

Email to: [rjohnson@uwdor.org](mailto:rjohnson@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	<b>SPECIAL OPPORTUNITIES</b>	
<input type="checkbox"/> BUSINESS	\$ 1,000	<input type="checkbox"/> TABLE FOR VETERANS (2 opportunities only)	\$2,500

TOTAL \$\_\_\_\_\_

☐ **TICKETS**  
#\_\_\_\_\_ TICKETS X \$125

TOTAL \$\_\_\_\_\_

Please email your digital ad (PDF/JPG/TIFF) by March 27, 2017 to [edarrow@uwdor.org](mailto:edarrow@uwdor.org).  
If you would like us to design an ad for you for an additional \$25 charge, please call (845) 471-1900 ext 3114.

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**

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United Way of the  
Dutchess-Orange Region



## 2017 Silent Auction Donation Request Letter

January 10, 2017

Dear Friend,

United Way of the Dutchess-Orange Region hopes that you will take a few moments to read about our upcoming event and decide to participate by donating to our silent auction.

Please join us at our biggest event of the year — the **2017 Celebration of Service Awards!** We will honor members of our community whose life's work reflects United Way of the Dutchess-Orange Region's mission. Our honorees have devoted themselves to building a stronger and healthier community. This year we will honor **Steven E. Howell**, partner at RBT Accounting and Consulting Services CPAs, LLP. Steve is a champion for the common good and a prominent community and business leader.

**Wednesday, April 19, 2017**  
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This event brings together over 500 successful community and business leaders. Participating in a sponsorship will afford your organization the opportunity to network, connect, forge customer relationships, and enhance your visibility. From combating poverty and homelessness to helping ensure children succeed in school – your gift can literally save lives! Enclosed is a listing of all sponsorship, advertising, and silent auction opportunities.

Please consider supporting our event by donating gift certificates, merchandise, or services. In exchange, you will receive some excellent community exposure and advertising. Your donation is tax deductible, and we will gladly pick up your donation, or it can be mailed. If you have any questions please do not hesitate to contact us. Thank you in advance for considering our request and for supporting your United Way.

Sincerely,

Susan Marchewka  
[smarchewka@uwdor.org](mailto:smarchewka@uwdor.org)

Name of Donor:

Address:

Telephone:

E-Mail:

**Description of Donated Item(s):** (Please use a separate sheet of paper if you have a full description to include in our auction)

All donations for intangible items **must** be represented by a gift certificate from the donor.

☐

I am including my gift certificate with this form

☐

I need a gift certificate prepared by UWDOR (proof generated will require donor approval)

**All confirmed donations received before March 14, 2017 will be acknowledged in the Celebration of Service Awards Program Journal.**

**Value of Donated Item(s):** (for tax purposes, fair market value/retail price as set by donor)

**Restrictions/Instructions:**

**Expiration Date:** (no sooner than one year from April 19, 2017, the date of event)

**Name & Title of Person Who Authorized Gift:**

**Authorized Signature:**

**Name & Title of Person (if different) to Receive Tax Receipt:**

**Date:**

The undersigned agrees to donate the above-mentioned contribution to United Way of the Dutchess-Orange Region

**Please send your donation with a copy of this form to:**

United Way of the Dutchess-Orange Region  
75 Market Street, Poughkeepsie NY 12601

If you have any questions, please email Susan Marchewka at [smarchewka@uwdor.org](mailto:smarchewka@uwdor.org)  
or call 845-471-1900 ext 3123

**THANK YOU FOR SUPPORTING UNITED WAY!**