

United Way of the Greater Lehigh Valley 2011 Community Celebration Sponsorship Package

Each year, the United Way of the Greater Lehigh Valley holds a Community Celebration to bring together more than 250 dedicated volunteers, community leaders, campaign coordinators, and elected officials who contribute to the outstanding efforts of the Campaign as well as highlight the results of our program investments. The 2011 event will be held at The Palace in Allentown.

Location: The Palace - 623 Hanover Avenue, Allentown
Date: May 12, 2011
Time: 11:30 a.m. – 1:30 p.m.

SPONSORSHIP LEVELS & HIGHLIGHTED BENEFITS

\$10,000 – PRESENTING

- Ad in the Morning Call highlighting support of the United Way and the Community Celebration in May 2011.
- Center page ad (2 full page) in the Community Celebration program
- Position as a LIVE UNITED partner for the United Way, which includes year-round marketing.

\$5,000 – TITLE

- Recognition in the Morning Call during May 2011
- Full Page ad in the Community Celebration program
- Position as Benefactor partner for the United Way, which includes year-round marketing

\$2,500 – GOLD

- Half Page ad in the Community Celebration program
- Opportunity to distribute corporate materials in goody bags
- Position as Pacesetter partner for the United Way, which includes year-round marketing.

\$1,000 – SILVER

- Quarter Page ad in the Community Celebration program.
- Admission for four
- Company name and logo on the United Way of the Greater Lehigh Valley website.

\$500 – BRONZE

- Listing in the Community Celebration program as a sponsor.
- Admission for two
- Recognition on social media (Facebook, Twitter) during the week leading up to the event.

GIVE. ADVOCATE. VOLUNTEER.
LIVE UNITED 



HOW IT WORKS

- Choose the level that works best for you.
- Wait! There's more!! All Community Celebration sponsorship dollars will be applied to your company's cumulative sponsorship total (assessed annually on June 30th) within United Way's new Sponsorship Program. Based on the total dollars you give United Way, your company will qualify for benefits as a LIVE UNITED, Benefactor, or Pacesetter in the Sponsorship Program.
- Direct all inquiries and return your forms to:
Meredith Kim
Manager of Major Gifts
United Way of the Greater Lehigh Valley
2200 Avenue A, Third Floor
Bethlehem, PA 18017
Phone: (610) 807-5740
E-mail: meredithk@unitedwayglv.org



PRESENTING SPONSOR - \$10,000

COMMUNITY-WIDE MARKETING/MEDIA/CO-BRANDING

- Ad in the Morning Call highlighting support of the United Way and the Community Celebration in May 2011.
- Promotion in all media and advertising vehicles (newspaper advertising, tv or cable promotions, event promotion and registration materials for volunteers)
- Inclusion in the Sponsor Thank you ad in the Morning Call highlighting all Community Celebration sponsors and levels during May 2011.
- Recognition on the opening page of the Community Celebration program.
- Logo on the front cover of the Community Celebration program.
- Center page ad (2 full page) in the Community Celebration program
 - o Size: 10" W x 8" H
 - o Color: black and white or Grayscale
 - o Format: jpeg, tiff, pdf
 - o Due date: April 15, 2011

EVENT SPECIFIC PROMOTION

- One reserved parking space with corporate logo.
- Recognition as a Presenting Sponsor from the podium and during the sponsor recognition PowerPoint that runs the duration of the event.
- Advertising materials placed in goody bag, distributed to all guests.
- Reserved table for eight, with noticeable table identification.
- Company banner displayed at the event
- Company logo on invitations
 - o Deadline March 25, 2011 for logo inclusion
- Company logo on programs, and table or seating signage
 - o Deadline April 15, 2011 for logo inclusion
- Logo on the sleeve (next to the United Way logo) of 500 LIVE UNITED t-shirts given to each Community Celebration guest
 - o Deadline: April 1, 2011 for logo inclusion

UNITED WAY PROMOTION

- Position as an official LIVE UNITED Partner in United Way's new Sponsorship Program which provides year-round marketing.
- Company name and logo on homepage of United Way of the Greater Lehigh Valley website with a link to your website (runs from the time of your commitment through event day).
- Recognition of your sponsorship on social media (Facebook, Twitter) during the week leading up to the event.

SIGN ME UP!

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Authorized Representative: _____

Phone: _____ E-Mail: _____



TITLE SPONSOR - \$5,000

COMMUNITY-WIDE MARKETING/MEDIA/CO-BRANDING

- Promotion in all media and advertising vehicles (newspaper advertising, tv or cable promotions, event promotion and registration materials for volunteers)
- Thank you ad in the Morning Call highlighting all Community Celebration sponsors and levels during May 2011.
- Recognition on the back cover of the Community Celebration program.
- Full page ad in the Community Celebration program
 - o Size: 5" W x 8" H
 - o Color: black and white or Grayscale
 - o Format: jpeg, tiff, pdf
 - o Due date: April 15, 2011

EVENT SPECIFIC PROMOTION

- One reserved parking space with corporate logo.
- Recognition as a Title Sponsor from the podium and during the sponsor recognition PowerPoint that runs the duration of the event.
- Advertising materials placed in goody bag, distributed to all guests.
- Reserved table for eight, with noticeable table identification.
- Company banner displayed at the event
- Company logo on invitations
 - o Deadline March 25, 2011 for logo inclusion
- Company logo on programs, and table or seating signage
 - o Deadline April 15, 2011 for logo inclusion
- Logo on the back of 500 LIVE UNITED t-shirts given to each Community Celebration guest
 - o Deadline: April 1, 2011 for logo inclusion

UNITED WAY PROMOTION

- Position as a Benefactor in United Way's new Sponsorship Program, which provides year-round marketing.
- Company name and logo on homepage of United Way of the Greater Lehigh Valley website with a link to your website (runs from the time of your commitment through event day).
- Recognition of your sponsorship on social media (Facebook, Twitter) during the week leading up to the event.

SIGN ME UP!

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Authorized Representative: _____

Phone: _____ E-Mail: _____

Sponsorship Amount: _____

Signature: _____ Date: _____



GOLD - \$2,500

COMMUNITY-WIDE MARKETING/MEDIA/CO-BRANDING

- Promotion in all media and advertising vehicles (newspaper advertising, tv or cable promotions, event promotion and registration materials for volunteers)
- Thank you ad in the Morning Call highlighting all Community Celebration sponsors and levels during May 2011.
- Half Page ad in the Community Celebration program.
 - o Size: 5" W x 4" H
 - o Color: black and white or Grayscale
 - o Format: jpeg, tiff, pdf
 - o Due date: April 15, 2011

EVENT SPECIFIC PROMOTION

- One reserved parking space with corporate logo.
- Recognition as a Gold Sponsor from the podium and during the sponsor recognition PowerPoint that runs the duration of the event.
- Advertising materials placed in goody bag, distributed to all guests.
- Reserved table for six, with noticeable table identification.
- Company banner displayed at the event
- Company logo on invitations
 - o Deadline March 25, 2011 for logo inclusion
- Company logo on programs, and table or seating signage
 - o Deadline April 15, 2011 for logo inclusion

UNITED WAY PROMOTION

- Position as Pacesetter in United Way's new Sponsorship Program, which provides year-round marketing.
- Company name and logo on homepage of United Way of the Greater Lehigh Valley website with a link to your website (runs from the time of your commitment through event day).
- Recognition of your sponsorship on social media (Facebook, Twitter) during the week leading up to the event.
- Logo on the back of 500 LIVE UNITED t-shirts given to each Community Celebration guest
 - o Deadline: April 1, 2011 for logo inclusion

SIGN ME UP!

Company Name: _____
Address: _____
City: _____ State: _____ Zip: _____
Authorized Representative: _____
Phone: _____ E-Mail: _____
Sponsorship Amount: _____
Signature: _____ Date: _____



SILVER - \$1,000

COMMUNITY-WIDE MARKETING/MEDIA/CO-BRANDING

- Promotion in all media and advertising vehicles (newspaper advertising, tv or cable promotions, event promotion and registration materials for volunteers)
- Thank you ad in the Morning Call highlighting all Community Celebration sponsors and levels during May 2011.
- Quarter Page ad in the Community Celebration program.
 - o Size: 2.5” W x 4” H
 - o Color: black and white or Grayscale
 - o Format: jpeg, tiff, pdf
 - o Due date: April 15, 2011

EVENT SPECIFIC PROMOTION

- One reserved parking space with corporate logo.
- Recognition as a Silver Sponsor from the podium and during the sponsor recognition PowerPoint that runs the duration of the event.
- Advertising materials placed in goody bag, distributed to all guests.
- Admission for four.
- Company logo on invitations
 - o Deadline March 25, 2011 for logo inclusion

UNITED WAY PROMOTION

- Company name and logo on homepage of United Way of the Greater Lehigh Valley website with a link to your website (runs from the time of your commitment through event day).
- Recognition of your sponsorship on social media (Facebook, Twitter) during the week leading up to the event.

SIGN ME UP!

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Authorized Representative: _____

Phone: _____ E-Mail: _____

Sponsorship Amount: _____

Signature: _____ Date: _____



BRONZE - \$500

COMMUNITY-WIDE MARKETING/MEDIA/CO-BRANDING

- Thank you ad in a newspaper highlighting all Community Celebration sponsors and levels during May 2011.

EVENT SPECIFIC PROMOTION

- One reserved parking space with corporate logo.
- Admission for two.
- Listing in the Community Celebration program as a sponsor.
- Company logo on invitations
 - o Deadline March 25, 2011 for logo inclusion

UNITED WAY PROMOTION

- Company name and logo on homepage of United Way of the Greater Lehigh Valley website with a link to your website (runs from the time of your commitment through event day).
- Recognition of your sponsorship on social media (Facebook, Twitter) during the week leading up to the event.

SIGN ME UP!

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Authorized Representative: _____

Phone: _____ E-Mail: _____

Sponsorship Amount: _____

Signature: _____ Date: _____



ADS

FULL PAGE AD - \$500

- Size: 5" W x 8" H
- Color: black and white or Grayscale
- Format: jpeg, tiff, pdf
- Due date: April 15, 2011

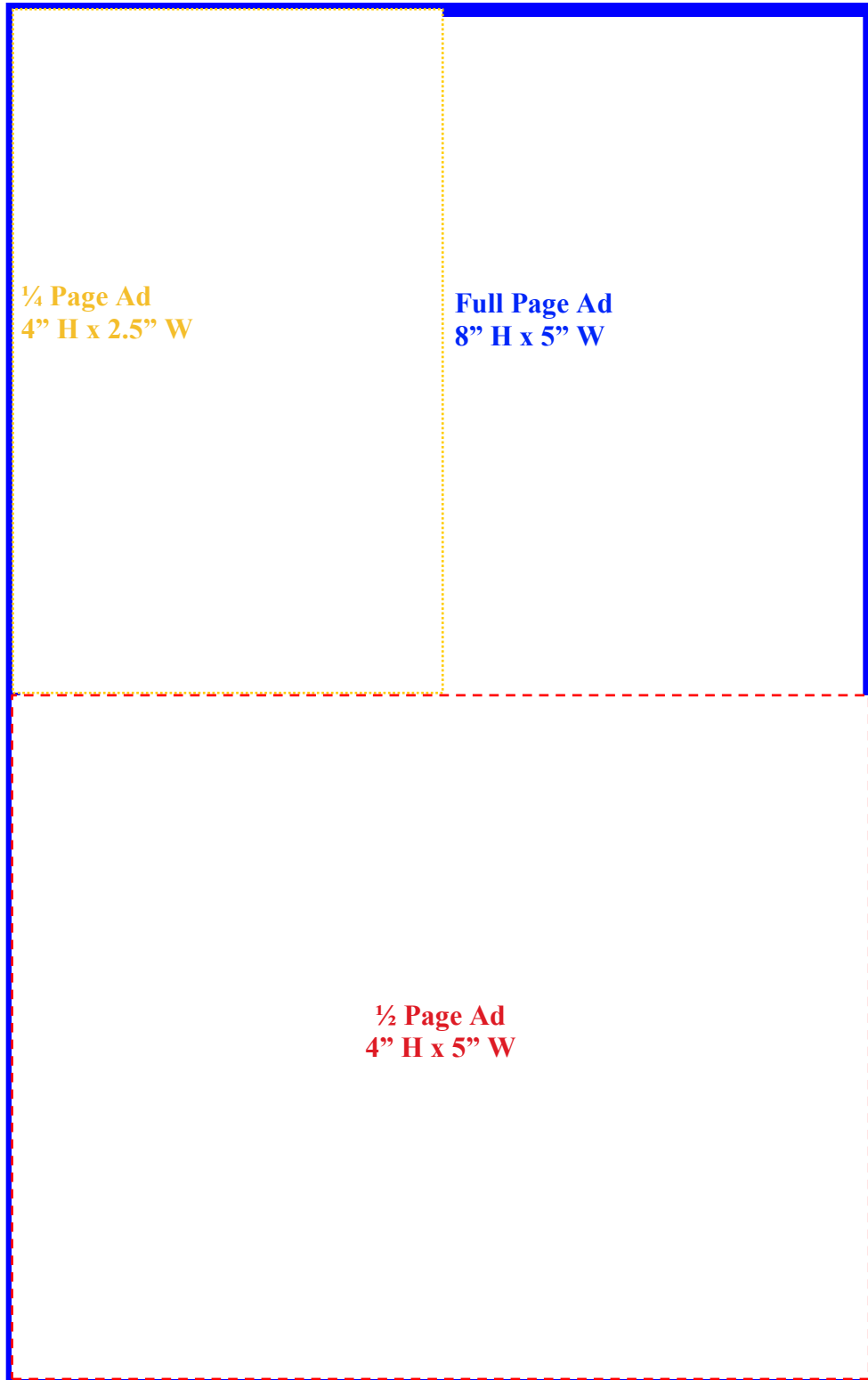
HALF PAGE AD - \$250

- Size: 5" W x 4" H
- Color: black and white or Grayscale
- Format: jpeg, tiff, pdf
- Due date: April 15, 2011

QUARTER PAGE AD - \$100

- Size: 2.5" W x 4" H
- Color: black and white or Grayscale
- Format: jpeg, tiff, pdf
- Due date: April 15, 2011





IN-KIND PRINTER - \$4,000

The United Way requests an in-kind contribution of design and printing needs for 1100 invitations and envelopes with return address and 300 40-page program books. In return the printer will receive the following benefits:

COMMUNITY-WIDE MARKETING/MEDIA/CO-BRANDING

- Promotion in all media and advertising vehicles (newspaper advertising, tv or cable promotions, event promotion and registration materials for volunteers)
- Thank you ad in the Morning Call highlighting all Community Celebration sponsors and levels during May 2011.
- Full Page ad in the Community Celebration program.
 - o Size: 5" W x 8" H
 - o Color: black and white or Grayscale
 - o Format: jpeg, tiff, pdf
 - o Due date: April 15, 2011

EVENT SPECIFIC PROMOTION

- One reserved parking space with corporate logo.
- Recognition as the Printer Sponsor during the sponsor recognition PowerPoint that runs the duration of the event.
- Advertising materials placed in goody bag, distributed to all guests.
- Admission for two.
- Company logo on invitations
 - o Deadline March 25, 2011 for logo inclusion
- Company logo on programs, and table or seating signage
 - o Deadline April 15, 2011 for logo inclusion

UNITED WAY PROMOTION

- Company name and logo on homepage of United Way of the Greater Lehigh Valley website with a link to your website (runs from the time of your commitment through event day).
- Recognition of your sponsorship on social media (Facebook, Twitter) during the week leading up to the event.



BEVERAGES & TICKET SPONSOR - \$500

BEVERAGE SPONSOR - \$125

TICKET SPONSOR - \$375

COMMUNITY-WIDE MARKETING/MEDIA/CO-BRANDING

- Promotion in all media and advertising vehicles (newspaper advertising, tv or cable promotions, event promotion and registration materials for volunteers)
- Thank you ad in the Morning Call highlighting all Community Celebration sponsors and levels during May 2011.
- Half Page ad in the Community Celebration program.
 - o Size: 4" H x 5" W
 - o Color: black and white or Grayscale
 - o Format: jpeg, tiff, pdf
 - o Due date: April 15, 2011

EVENT SPECIFIC PROMOTION

- One reserved parking space with corporate logo.
- Recognition as the Beverages & Ticket Sponsor during the sponsor recognition PowerPoint that runs the duration of the event.
- Advertising materials placed in goody bag, distributed to all guests.
- Admission for two.
- Company logo on invitations
 - o Deadline March 25, 2011 for logo inclusion
- Company logo on programs, and table or seating signage
 - o Deadline April 15, 2011 for logo inclusion

UNITED WAY PROMOTION

- Company name and logo on homepage of United Way of the Greater Lehigh Valley website with a link to your website (runs from the time of your commitment through event day).
- Recognition of your sponsorship on social media (Facebook, Twitter) during the week leading up to the event.

