

United Way of Pitt County 2008 Corporate Sponsorship Program

Enhancing your company's visibility through United Way of Pitt County's special events, advertising and key communications.



United Way of Pitt County

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Become a United Way of Pitt County Corporate Sponsor

Create brand preference and drive consumer loyalty by partnering with United Way of Pitt County as a 2008/2009 Corporate Sponsor.

- Reinforce your company's reputation as a good corporate citizen to your customers, employees, and Pitt County residents.
- Experience the guaranteed reach of local marketing exposure and benefit from the positive imagery of supporting United Way of Pitt County.
- Partner with a strong, proven brand of United Way, valued nationally at \$34.7 billion, and thereby maximize the return of your Corporate Sponsor investment.
- Help launch the newly energized branding campaign, LIVE UNITED

Corporate Sponsor Packages

Platinum Sponsor: \$5000/year

Three available

- Logo on front cover of Annual Report, 30,000+ copies inserted in *The Daily Reflector* newspaper and distributed at our Annual Meeting
- Logo on front cover of Minges Leadership Directory, 30,000+ copies inserted in *The Daily Reflector* newspaper and distributed at our Leadership Reception
- Logo on sponsor board at headline events, such as Leadership Reception, Day of Caring, Pacesetter Kick-Off, General Campaign Kick-Off, Campaign Finale, and 2009 Annual Meeting, etc.
- Check presentation opportunity at event of choice
- Logo and link on United Way of Pitt County website
- Logo on monthly e-newsletter
- Logo on event related give a ways
- Logo on event invitations

Gold Sponsor: \$3000/year

Four available

- Logo in annual report, 30,000+ copies inserted in *The Daily Reflector* newspaper and distributed at our Annual Meeting
- Logo in Minges Leadership Directory, 30,000+ copies inserted in *The Daily Reflector* newspaper and distributed at our Leadership Reception
- Logo and link on United Way of Pitt County website
- Name on sponsor board at headline events, such as Leadership Reception, Day of Caring, Pacesetter Kick-Off, General Campaign Kick-Off, Campaign Finale, and 2009 Annual Meeting, etc.
- Name in monthly e-newsletter
- Name on event related give a ways
- Name on event invitations

Silver Sponsor: \$1000/year

Five available

- Name on sponsor board at headline events, such as Leadership Reception, Day of Caring, Pacesetter Kick-Off, General Campaign Kick-off, Campaign Finale, and 2009 Annual Meeting, etc.
- Name in monthly e-newsletter
- Name on event related give a ways
- Name on event invitations

For more information, contact Director of Resource Development and Marketing
Lindsey Brown at (252) 758-1604, ext. 209 or email lbrown@uwpcnc.org.