YOUR COMPANY + OUR COMMUNITY

A WISE INVESTMENT

United Way
Central New Brunswick

BECOME A PROUD CORPORATE PARTNER OF
UNITED WAY OF CENTRAL NEW BRUNSWICK

TRACKING YOUR SUPPORT IN OUR COMMUNITY

Sponsoring a United Way event is an investment in community you can count on. Your sponsorship enables a community of people to come together who may not otherwise have the opportunity.

+18,000 people supported through our community partners

$1,296,337 dollars raised.

26 community partners and non-profits funded.

48 programs, initiatives & collaborations supported.

IT'S MORE THAN GOOD WILL, IT'S GOOD BUSINESS.

United Way of Central New Brunswick has been making a difference in the impact areas of strong and healthy communities, poverty and helping kids for more than 55 years. Partner with United Way Central and help your community while reaching top community leaders, corporations and families through ongoing joint promotional opportunities. Sponsoring a United Way event feels good, but makes good business sense too. Studies show consumers are more likely to support organizations involved in the local community. United Way's brand is recognized throughout the world and carries tremendous value.

United Way is happy to offer various forms of corporate engagement opportunities through sponsored events, gifts-in-kind, and so much more! United Way will support and promote your sponsorship through recognition on marketing materials, extensive media coverage and recognition in United Way reports.

Here are just a few reasons why your company has everything to gain by sponsoring our events:

- Print and digital communications which reach hundreds of interested, active and local consumers eager to support local companies that give back to the community;
- Events that attract the most influential members of our local community – including top business leaders, professionals, and philanthropists give you a premier venue for networking;
- Donors who prefer to do business with companies giving back to the community and supporting United Way of Central New Brunswick's mission to help people.

WHOSE LIFE WILL YOU CHANGE?

Contact our Executive Director today to start improving lives in your community.

Jeff Richardson
Executive Director
jeff@unitedwaycentral.com
(506)459-7773 ext. 202

INVESTING FOR IMPACT

Our collective approach and the scope of the work we do together is what makes United Way unique. You can feel good about your investment because healthy communities are good for business.

Campaign Kickoff

September 20th, 2018

Join United Way, local nonprofits and charities, and community leaders as we launch our annual Campaign and announce our Campaign goal. This event is highly publicized with local media and influencers, giving excellent visibility to sponsors. This event allows people to realize the immensity of United Way's impact and their community engagement; something that reflects on sponsors as well.

Approximate Attendance: 250 +

Attendees include: Municipal, provincial, and federal government representatives; Small businesses; Local corporate leaders; CEOS and employees from organizations across Central NB; Local media

BENEFITS	PRENSENTING SPONSOR*	PLATINUM SPONSOR	GOLD SPONSOR	SILVER SPONSOR	BRONZE SPONSOR	TABLE SPONSOR**
	$5,000	$2,500	$1,500	$1,000	$500	$400
Presenting Title ex. Company X presents United Way Kickoff	✓					
Opportunity to speak on behalf of your organization	✓					
Complimentary seat at VIP table	✓					
Opportunity to supply one marketing piece to each guest	✓	✓				
Individual Company Recognition on Social Media	✓	✓				
Company Signage at event	✓	✓	✓			
Logo on invitation	✓	✓	✓	✓		
Logo on event signage	✓	✓	✓	✓	✓	
Visual & Verbal recognition during program	✓	✓	✓	✓	✓	
Complimentary seats	1 Table (8 Seats)	1 Table (8 Seats)	1 Table (8 Seats)	1 Table (8 Seats)	1 Table (8 Seats)	1 Table (8 Seats)

*Presenting sponsor denotes exclusive sponsorship. Sponsorship can include in-kind donations of space and food.

**Sponsor a table for non-profit representatives. Includes company logo on the table & "donated by" message at each seat.

Songs of the City

January 24, 2019

Songs of the City is a special evening of compelling speakers and songwriters that tells the transformative stories of everyday people whose lives have been changed because of your ongoing support of United Way.

Approximate Attendance: 700 +

Attendees include: Municipal, provincial, and federal government representatives, CEOS and employees from organizations around Fredericton, engaged community members, nonprofits, and charities.

BENEFITS	PRENSENTING SPONSOR*	PLATINUM SPONSOR	GOLD SPONSOR	SILVER SPONSOR	MEDIA SPONSOR**	PRINGTING SPONSOR**
	$5,000	$2,500	$1,500	$1000	In Kind	In Kind
Presenting Title ex. Company X presents United Way Songs of the City	✓					
Opportunity to speak on behalf of your organization	✓					
Company logo on event poster and tickets	✓					
Individual Company Recognition on Social Media	✓	✓				
Logo on invitation & website	✓	✓	✓			
Company signage at event	✓	✓	✓			
Logo on event signage	✓	✓	✓	✓		
Visual & Verbal recognition during program	✓	✓	✓	✓	✓	✓
Recognition on social media	✓	✓	✓	✓	✓	✓
Reserved Seating	25 Seats	15 Seats	10 Seats	5 Seats	5 Seats	5 Seats

*Presenting sponsor denotes exclusive sponsorship.

**Sponsorship can be made in kind. (i.e space, food, drinks, etc.)

Soupfest

January 31, 2019

We're excited to announce that we will be hosting our first Fredericton Soupfest, after 12 years of success for Soupfest Moncton! Enjoy a little bit of warmth with us and local restaurants as they display their best soups for you to try. Similar to Ribfest or a wine tasting, indulge in your favourite flavours and let us know which ones you loved the most and we'll award the top three soups of Soupfest 2019!

Approximate Attendance: 500 +

Attendees include: Local corporate leaders; CEOS and employees from organizations across Central NB; Representatives from local media

BENEFITS	PRENSENTING SPONSOR*	GOLD SPONSOR	PRINTING SPONSOR	VENUE SPONSOR**	SOUP SPONSOR**
	$2,000	$1,500	$1000	In Kind	In Kind
Presenting Title ex. Company X presents United Way Soupfest	✓				
Presenting Sponsor Soup Award	✓				
Company logo on event poster and tickets	✓				
Individual Company Recognition on Social Media	✓	✓			
Logo on invitation & website	✓	✓	✓		
Company signage at event	✓	✓	✓		
Logo on event signage	✓	✓	✓	✓	
Visual & Verbal recognition during program	✓	✓	✓	✓	✓
Recognition on social media	✓	✓	✓	✓	✓
Complimentary Tickets	25 Tickets	15 Tickets	10 Tickets	5 Tickets	5 Tickets

*Presenting sponsor denotes exclusive sponsorship.

**Sponsorship can be made in kind. (i.e space, food, drinks, etc.)

Day of Caring

May 24th, 2018

Day of Caring ® is a special program coordinated in your community by United Way Central. Its goal is to mobilize teams of corporate employees as volunteers, to complete meaningful, hands-on projects that will greatly assist local non-profit agencies in Fredericton, Oromocto and surrounding areas. Sponsorship would mean the completion of more, in-depth projects and enable us to grow our event.

Approximate Attendance: 400 +

Attendees include: Municipal, provincial, and federal government representatives; Small businesses; Local corporate leaders; CEOS and employees from organizations across Central NB; Local media

BENEFITS	PRENSENTING SPONSOR*	GOLD SPONSOR	SILVER SPONSOR	BREAKFAST SPONSOR**	BBQ SPONSOR**	FOOD SPONSOR**
	$5,000	$2,500	$1,500	$750	$750	$750
Presenting Title ex. Company X presents United Way Day of Caring	✓					
Opportunity to speak on behalf of your organization	✓					
Company Logo on volunteer t-shirts	✓					
Individual Company Recognition on Social Media	✓	✓				
Logo on invitation & website	✓	✓				
Company signage at event	✓	✓	✓			
Logo on event signage	✓	✓	✓			
Visual & Verbal recognition during program	✓	✓	✓	✓	✓	✓
Recognition on social media	✓	✓	✓	✓	✓	✓

*Presenting sponsor denotes exclusive sponsorship.

**Sponsorship can be made in kind. (i.e space, food, drinks, etc.)

United Way
Central New Brunswick

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