

GIVE LOCAL

Greater Waterbury and Litchfield Hills



April 24-25, 2018

**Sponsorship
Opportunities**



www.GiveLocalCCF.org

Background and Opportunity

Hosted by Connecticut Community Foundation, Give Local Greater Waterbury and Litchfield Hills is now in its sixth year. The 36-hour online giving event has become a fun and inspiring annual tradition, uniting businesses, individuals, and organizations in giving back to the communities where we live, work, and play, raising essential dollars for the work of local nonprofits.

By giving together over the last five years, \$4.5 million has been raised for hundreds of local nonprofits in our 21-town region. Through Give Local, thousands of donors and businesses have given the gifts of hope, hot meals, medical care, music, clean water, job training, performances, hiking trails, and more to communities across our region.

Sponsor Give Local

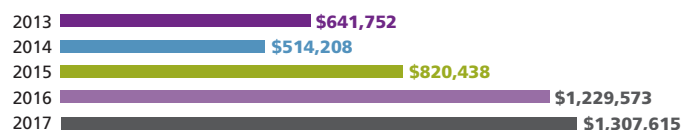
YOU can be involved in this fun (and essential!) community give-a-thon! We are currently seeking community partners to sponsor the next Give Local Greater Waterbury and Litchfield Hills event to be held on April 24-25, 2018.



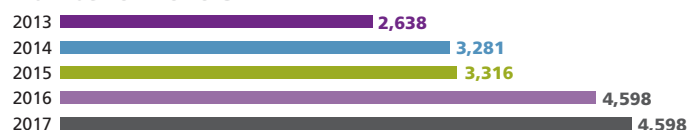
Give Where Your Heart Is

Give Local Greater Waterbury and Litchfield Hills benefits residents in our region from every walk of life. The dollars are raised by participating nonprofit organizations addressing social and health services, arts and culture, animal welfare, environmental conservation and preservation, services for children and older adults, women's empowerment, recreation, economic development, and education.

Total Dollars Raised



Number of Donors



How can businesses participate in Give Local Greater Waterbury and Litchfield Hills 2018?

Businesses are crucial to the success of Give Local!

Connecticut Community Foundation invites you to sponsor the 2018 event to benefit hundreds of local nonprofits in our region.

By sponsoring Give Local, you can give back to the community, have fun, and gain visibility and recognition for your business's philanthropic work.

Sponsorship Levels

\$25,000+	Diamond Sponsor
\$10,000-24,999	Platinum Sponsor
\$2,500-9,999	Gold Sponsor
\$1,000-2,499	Silver Sponsor
\$500-999	Bronze Sponsor



For the sixth consecutive year, Ion Bank is the Presenting Sponsor of Give Local.

Two Sponsorship Opportunities

In addition to funds contributed by Connecticut Community Foundation, Give Local depends on sponsor dollars from local businesses and individuals to drive its success. Donations are tax-deductible. You can contribute in two ways:

1. BONUS FUNDS

You can sponsor Give Local by contributing to the Bonus Funds pool, allowing your dollars to be distributed proportionally to every participating nonprofit as an incentive to donors. In 2017, sponsors contributed enough bonus funds to add 11% to every dollar donated online, meaning an online donor's gift of \$100 became \$111!

2. PRIZES

Throughout the 36-hour giving event, nonprofits will compete for thousands of dollars in cash prizes donated by sponsors. For a minimum of \$1,000, you can create a unique prize that reflects your interests. We will promote your prize through the Give Local website, email announcements, and social media posts during the event. Participating nonprofits will work to get the word out about your prize, too, broadening your exposure!

What else can businesses do?

- Help us promote Give Local Greater Waterbury and Litchfield Hills through your business networks.
- Match your employees' gifts on April 24-25, 2018.
- Encourage your co-workers, family, and friends to donate during Give Local.
- Host an onsite employee giving drive or fun event connected to Give Local.
- Use social media to encourage your clients or employees to support participating organizations working on a particular issue or in a particular town.

Sponsorship Benefits*	Diamond \$25,000+	Platinum \$10,000+	Gold \$2,500+	Silver \$1,000+	Bronze \$500-\$999
Opportunity to speak on behalf of your business on radio or in other media interviews	•				
Logo on promotional materials including website, print ads, emails, and flyers	•				
Logo displayed on www.GiveLocalCCF.org home page	•	•			
Logo in electronic post-event reporting email	•	•			
Logo on "save the date" postcard and emails sent to more than 7,000 people	•	•			
Recognition in print ads in area newspapers	•	•	•		
Recognition in over 4,500 gift confirmation emails to donors	•	•	•		
Recognition in social media posts	•	•	•	•	
Recognition in prize announcements before and during event (if applicable)	•	•	•	•	
Sponsor name included on Give Local website	•	•	•	•	•
*Media sponsors will be recognized in the appropriate sponsor category based on the dollar value of in-kind services offered.					

In 2017, media exposure and marketing reach included all major area newspapers, ads on two radio stations, print and internet paid ads, posters and flyers in scores of local businesses, thousands of mailed postcards and signage.

Sponsorship Form

Please complete this form to confirm your sponsorship by **March 15, 2018** for inclusion in Give Local Greater Waterbury and Litchfield Hills 2018 marketing materials.

Sponsor Information (Please print or type)

Company/Organization name (as it should appear in Give Local promotional materials)

Contact name and title _____

City, State, Zip _____

Phone _____

E-mail _____

Website _____

Social media URLs _____

Payment Information

☐ Check Enclosed (Please make checks payable to Connecticut Community Foundation)

Credit Card ☐ MC ☐ VISA ☐ AmEx

Name as it appears on card _____

Card # _____

Expiration Date: _____ CCV Security Code _____ Zip Code _____

Signature _____

☐ Indicate if you would like an invoice

Please return this form to:

Connecticut Community Foundation

43 Field Street

Waterbury, CT 06702

Attention: Tricia Poirier

Fax: 203-756-3054

Email: tpoirier@conncf.org

For more information, call Tricia at
Connecticut Community Foundation
at 203-753-1315 ext. 130.

Founded in 1923, Connecticut Community Foundation was created by and for the people of Greater Waterbury and the Litchfield Hills. The Foundation provides leadership in addressing the region's critical issues; strengthens local nonprofit organizations through grants, training, and technical assistance; and works with individuals, families and corporations to catalyze philanthropy to foster a thriving region now and for future generations.



Greater Waterbury and Litchfield Hills

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Sponsorship Levels

☐ Diamond Sponsor
\$25,000+

☐ Platinum Sponsor
\$10,000+

☐ Gold Sponsor
\$2,500+

☐ Silver Sponsor
\$1,000+

☐ Bronze Sponsor
\$500 to \$999

Total Sponsorship Contribution:

\$ _____

☐ We wish to donate \$_____ of our gift to the Bonus Fund pool which will be divided proportionally among all participating nonprofit organizations in Give Local 2018.

☐ We wish to donate \$_____ of our gift for one or more cash prizes to be awarded to a participating nonprofit during Give Local. Foundation staff will contact you to set up your specific prize(s).

For Media Sponsors

As a media outlet, we wish to be listed as a media sponsor and will provide the following Give Local media outreach in-kind (e.g. print ads, PSAs). Foundation staff will follow up with you regarding ad copy.

Total value of in-kind donations

\$ _____