SPONSORSHIP OPPORTUNITIES

Now in its seventh year
Give local brings countless tangible benefits to local residents!

- Job training
- Food pantry items
- Hygiene items for people in shelters
- Theater performances
- Disease prevention classes
- Safer recreational trails
- Meals for homebound people
- Emergency veterinary care
...and much more.

"Thanks to Give Local Greater Waterbury Litchfield Hills and Connecticut Community Foundation, Wellspring has raised funds to renovate the kitchen of one of our residential programs for adolescent girls, helped to furnish a newly constructed school building, and provided sliding fee scale mental health services to local residents."

CHRISTINA REDDINGTON, WELSPRING, BETHLEHEM
Grow Your Corporate Citizenship: Partner with Loyal, Local and Engaged Donors and Nonprofits

Give Local donors and participating nonprofit organizations are civic-minded and focused on improving the quality of life right in their hometowns in the Greater Waterbury and Litchfield Hills region. They want to use their collective power of philanthropy to give back to their communities—and make them even better.

LOCAL

While Give Local contributors hail from across the United States and beyond, a solid and robust base of supporters (nearly 2/3 of all 2018 Give Local donors!) reside in the 21-town Greater Waterbury and Litchfield Hills region.

LOYAL

In 2018, a whopping 86% of all Give Local donors reported having contributed in prior years to the event.

ENGAGED

In 2018, the number of participating nonprofits swelled to 256. Give Local fuels their on-the-ground programs and services to improve communities every day.

Media Exposure

Give Local marketing outreach involves a massive, multi-channel, intensive awareness campaign over several months that culminates in the 36-hour giving event.

2018 MEDIA HIGHLIGHTS

| 30,000 | WEBSITE VISITS |
| 300,595 | CIRCULATION OF PRINTED ADS |
| 252,766 | IMPRESSIONS FOR DIGITAL ADS |
| 4,700 | PROMOTIONAL MAILERS |
| 150+ | RADIO PROMOS (THREE STATIONS) |
| 56 | MEDIA MENTIONS |
| 2 | TV FEATURE STORIES |

A new dance floor was a really pressing need of ours but we needed people to come together and help us. We couldn’t easily raise almost $7,000 for the new floor ourselves. But, through Give Local, we did it!

ANDREA USAMI, MAIN STREET BALLET, WOODBURY

Participating in Give Local has helped us expand our outreach to more individuals and families facing foreclosure who didn’t know where to turn. We’ve been able to strengthen the financial lives of many of those residents and provide them paths to home ownership.

MAYBETH MORALES-DAVIS, NEIGHBORHOOD HOUSING SERVICES OF WATERBURY
Sponsor
Give Local
Greater Waterbury and Litchfield Hills
April 23-24, 2019

Two Sponsorship Opportunities

In 2018, Connecticut Community Foundation contributed over $111,000 to Give Local. That’s just the beginning, because Give Local depends on sponsor dollars from local partners like you to drive its success. Your donations are tax-deductible. You can contribute in two ways:

1. **BONUS FUNDS**
   These incentive dollars are distributed proportionally to every participating nonprofit. In 2018, bonus funds added 13 cents to every dollar donated online!

2. **PRIZES**
   Throughout the 36-hour give-a-thon, nonprofits compete for thousands of dollars in cash prizes donated by sponsors like you. For as little as $1,000, you can customize a prize uniquely suited to your interests. We will promote your prize widely!

You can get involved in other ways, too!

- Match your employees’ Give Local gifts on April 23-24
- Tell your clients and colleagues about Give Local
- Host an on-site employee giving drive or other fun event connected to Give Local.

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**Sponsorship Benefits***

<table>
<thead>
<tr>
<th>Sponsorship Benefits*</th>
<th>Presenting $40,000+</th>
<th>Diamond $25,000+</th>
<th>Platinum $10,000+</th>
<th>Gold $2,500+</th>
<th>Silver $1,000+</th>
<th>Bronze $500-999</th>
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</thead>
<tbody>
<tr>
<td>Opportunity to speak on behalf of your business on radio or in other media interviews</td>
<td>⚫</td>
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<tr>
<td>Opportunity for an on-site promotional event at your place of business</td>
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<tr>
<td>Logo on promotional materials including website, print ads, emails, and flyers</td>
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<tr>
<td>Logo on “save the date” postcard sent to 5,000+ people</td>
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<tr>
<td>Recognition on pre- and post-event emails sent to 7,000+ people</td>
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<td>⚫</td>
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<tr>
<td>Logo displayed on GiveLocalCCF.org website</td>
<td>⚫</td>
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<tr>
<td>Recognition in print ads in area newspapers</td>
<td>⚫</td>
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<tr>
<td>Recognition in online prize announcements (if applicable)</td>
<td>⚫</td>
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<tr>
<td>Recognition in social media posts</td>
<td>⚫</td>
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<tr>
<td>Sponsor name displayed on Give Local website</td>
<td>⚫</td>
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</tr>
</tbody>
</table>

*Media sponsors will be recognized in the appropriate sponsor category based on the dollar value of in-kind services offered.

**Sponsorship Levels**

<table>
<thead>
<tr>
<th>Sponsorship Levels</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Presenting Sponsor:</td>
<td>$40,000+</td>
</tr>
<tr>
<td>Ion Bank Foundation</td>
<td></td>
</tr>
<tr>
<td>Diamond Partner</td>
<td>$25,000-39,999</td>
</tr>
<tr>
<td>Platinum Partner</td>
<td>$10,000-24,999</td>
</tr>
<tr>
<td>Gold Partner</td>
<td>$2,500-9,999</td>
</tr>
<tr>
<td>Silver Partner</td>
<td>$1,000-2,499</td>
</tr>
<tr>
<td>Bronze Partner</td>
<td>$500-999</td>
</tr>
</tbody>
</table>

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*Connecticut Community Foundation: Timeless Impact*

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www.GiveLocalCCF.org
Established in 1923, Connecticut Community Foundation fosters creative partnerships that build rewarding lives and thriving communities in 21 towns in Greater Waterbury and the Litchfield Hills. The Foundation provides leadership in addressing the region’s critical issues, strengthens local nonprofit organizations through grants and technical assistance programs, and works with individuals, families and corporations to steward charitable funds. Learn more at www.conncf.org.

Sponsor Give Local Greater Waterbury Hills!
Please complete this form to confirm your sponsorship by March 1, 2019 to be included in event marketing materials.

Sponsor Information (Please print or type)
Company/Organization name (as it should appear on promotional materials)
_____________________________________________________________________________
Contact name and title
Address
City, State, Zip
Phone
E-mail
Website
Social media URLs (Facebook and Twitter)
_____________________________________________________________________________
How did you hear about Give Local?
_____________________________________________________________________________

Payment Information
☐ Check Enclosed (Please make checks payable to Connecticut Community Foundation)
☐ Purchase Order Enclosed
☐ 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 by March 1 to:
Connecticut Community Foundation
43 Field Street
Waterbury, CT 06702
Attention: Mark Berardi
Fax: 203.756.3054
mberardi@conncf.org

For more information, call Mark at Connecticut Community Foundation at 203.7536.1315, x110

Sponsorship Levels
Presenting Sponsor reserved for Ion Bank Foundation
☐ Diamond Sponsor
$25,000-39,999
☐ Platinum Sponsor
$10,000-24,999
☐ Gold Sponsor
$2,500-9,999
☐ Silver Sponsor
$1,000-2,499
☐ Bronze Sponsor
$500 to $999

Total Sponsorship Contribution: $ _____________________________
☐ We wish to donate $__________ to the Bonus Pool, which will be divided proportionately among all Give Local participating nonprofits.
☐ We wish to donate $__________ for one or more cash prizes to be awarded to a participating nonprofit during Give Local. The Foundation will contact you to set up your prize.

For Media Sponsors
☐ We wish to be listed as a media sponsor and will provide Give Local media outreach in-kind (e.g. radio or print ads). The Foundation will follow up with you regarding your ad copy.

Total value of in-kind donations $ _____________________________