

# SPONSORSHIP OPPORTUNITIES



## *Celebrating a decade of giving back, giving together and giving more!*

Give Local Greater Waterbury and Litchfield Hills is an extraordinary, fun and inspiring 36-hour online give-a-thon hosted by Connecticut Community Foundation that brings the community together as one—all to raise money and awareness for the vital work of hundreds of local nonprofits. The eleventh annual event, to be held on April 25-26, 2023, will again generate thousands of donations at **GiveLocalCCF.org** by community members who give to their favorite causes.

### **Sponsors are critical to the success of Give Local because of:**

**Bonus Funds!** Gifts made during Give Local are boosted by your sponsor dollars. In 2022, nonprofits shared over \$156,000 in bonus funds because of generous local businesses. Bonus funds are allocated based on the number of donors per organizations – generating an average of \$14.33 per donor added to each organization's total last year!

**Cash Prizes!** Throughout the giving event, nonprofits compete for cash prizes donated by sponsors – adding incentives for donors to give during the campaign. Nonprofits benefited from nearly \$48,000 in cash prizes in 2022!



IN 2022, **\$1.95 Million** WAS RAISED FOR **288** PARTICIPATING NONPROFITS FROM **6,253** INDIVIDUAL DONORS

## Partner with us and your neighbors Sponsor Give Local for even greater community impact!

- > Raise your profile as a community leader
- > Support the vital work of hundreds of nonprofits that serve residents of Greater Waterbury and the Litchfield Hills
- > Gain recognition and media exposure for the generosity of your business

## Your return on investment: Give Local's power in helping communities thrive

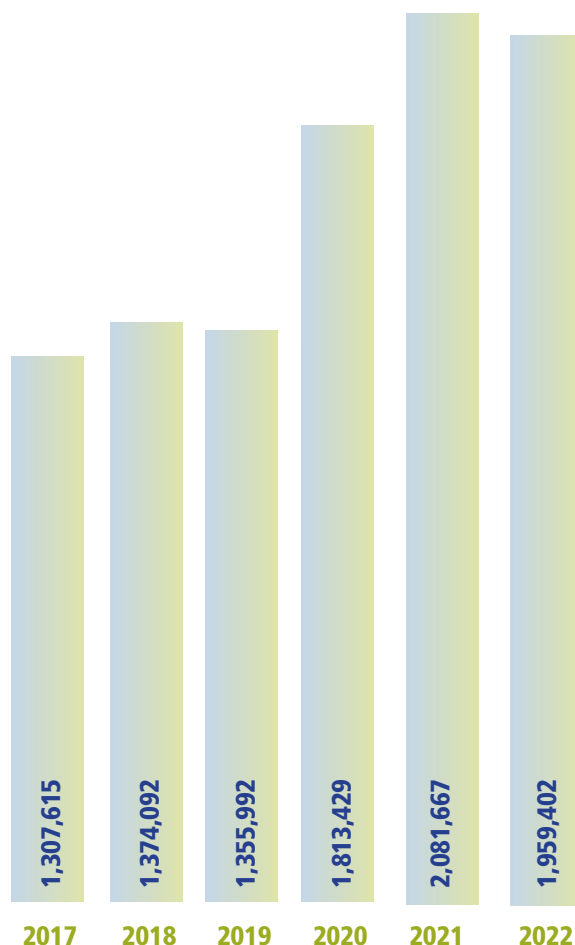
Since 2013, annual Give Local Greater Waterbury and Litchfield Hills campaigns have delivered a grand total of over \$13 million to a wide array of nonprofit organizations serving 21 towns in the region. The event channels flexible, unrestricted revenue to participating nonprofits—the kind of funding they need. Organizations have the freedom to apply the dollars raised to meet the region's most critical needs—no strings attached!

### Give Local delivers for local residents!

- Shelter services and homeless outreach
- Fine art enrichment activities
- Improved healthcare
- Assistance to the homebound
- Safer recreational trails
- Refugee resettlement resources
- Fire and ambulance services
- Emergency veterinary care
- ...and much more.

*Connecticut Community Foundation's vision  
of creating immeasurable benefits for local  
communities and brighten countless lives aligns  
perfectly with our vision to contribute to the  
betterment of our local communities.*

DAVID ROTATORI, PRESIDENT AND CEO OF ION BANK



DOLLARS RAISED THROUGH GIVE LOCAL

## Grow your corporate citizenship: Partner with 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 Greater Waterbury and Litchfield Hills. They want to use the collective power of philanthropy to give back to their communities – and enhance them to benefit all!

### LOCAL

While Give Local contributors hail from across the United States and beyond, a solid and robust base of supporters—89% of all 2022 Give Local donors—are your customers and your neighbors who call Connecticut home.

### ENGAGED

Emerging from the COVID pandemic, 288 local participating nonprofits benefited from an opportunity to raise desperately needed unrestricted funding during Give Local 2022. The campaign powers their on-the-ground programs and services to improve **your** community every day.

# Sponsor Give Local Greater Waterbury and Litchfield Hills

**April 25-26, 2023**

## Two Sponsorship Opportunities

Annually, Connecticut Community Foundation contributes over \$90,000 to Give Local. That's just the beginning, because Give Local depends on sponsor dollars from generous 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 based on the number of donors an organization secures.

### 2. NAMED 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 choose a prize which we will promote widely—giving your business added exposure!

Sponsorship Benefits*	Presenting \$50,000+	Diamond \$25,000+	Platinum \$10,000+	Gold \$2,500+	Silver \$1,000+	Bronze \$500-999
Opportunity to speak on behalf of your business in media interviews	•	•				
Opportunity for an on-site promotional event at your place of business	•	•				
Logo on promotional materials including website, print ads, emails, and flyers	•	•				
Logo on "save the date" postcard sent to 5,000+ households	•	•	•			
Recognition on pre- and post-event emails sent to 7,000+ addresses	•	•	•	•		
Logo displayed on Give Local website	•	•	•	•		
Recognition in print ads in area newspapers	•	•	•	•		
Recognition in online prize announcements (if applicable)	•	•	•	•	•	
Recognition in social media posts	•	•	•	•	•	•
Sponsor name displayed on Give Local website	•	•	•	•	•	•
*Media sponsors will be recognized in the appropriate sponsor category based on the dollar value of in-kind services offered.						

## Sponsorship Levels

<b>\$50,000+</b>	Presenting Sponsor: Ion Bank Foundation
<b>\$25,000-49,999</b>	Diamond Partner
<b>\$10,000-24,999</b>	Platinum Partner
<b>\$2,500-9,999</b>	Gold Partner
<b>\$1,000-2,499</b>	Silver Partner
<b>\$500-999</b>	Bronze Partner



## You can get involved in other ways, too!

- Match your employees' Give Local gifts on April 25-26, 2023
- Tell your clients and colleagues about Give Local
- Follow us on Twitter, Facebook, Instagram and LinkedIn for progress updates during the event!

**GiveLocalCCF.org**



*For the eleventh consecutive year, Ion Bank Foundation is the Presenting Sponsor of Give Local.*

## Sponsor Give Local Greater Waterbury and Litchfield Hills!

To be included in campaign publicity, please complete this form to confirm your sponsorship by **March 1, 2023**.

### 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@connccf.org

For more information, call Mark at  
Connecticut Community Foundation  
at 203.753.1315, x110

Established in 1923, Connecticut Community Foundation aims to foster an equitable and inclusive community in Greater Waterbury and Litchfield Hills by inspiring generosity, supporting organizations, and cultivating effective leaders. While serving this region, the Foundation works to address the community's critical issues, funds programs benefiting local residents, supports efforts to improve systems to foster more equitable outcomes for residents, strengthens local organizations through learning and outreach, and works with individuals, families and corporations to steward charitable and scholarship funds. **Learn more at [www.connccf.org](http://www.connccf.org).**



### Sponsorship Levels

Presenting Sponsor  
*reserved for Ion Bank Foundation*

☐ Diamond Sponsor  
\$25,000-49,999

☐ 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 support 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. Foundation staff will contact you to confirm details of 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, print or social media ads). The Foundation will follow up with you regarding specifics.

### Total value of in-kind donations

\$