

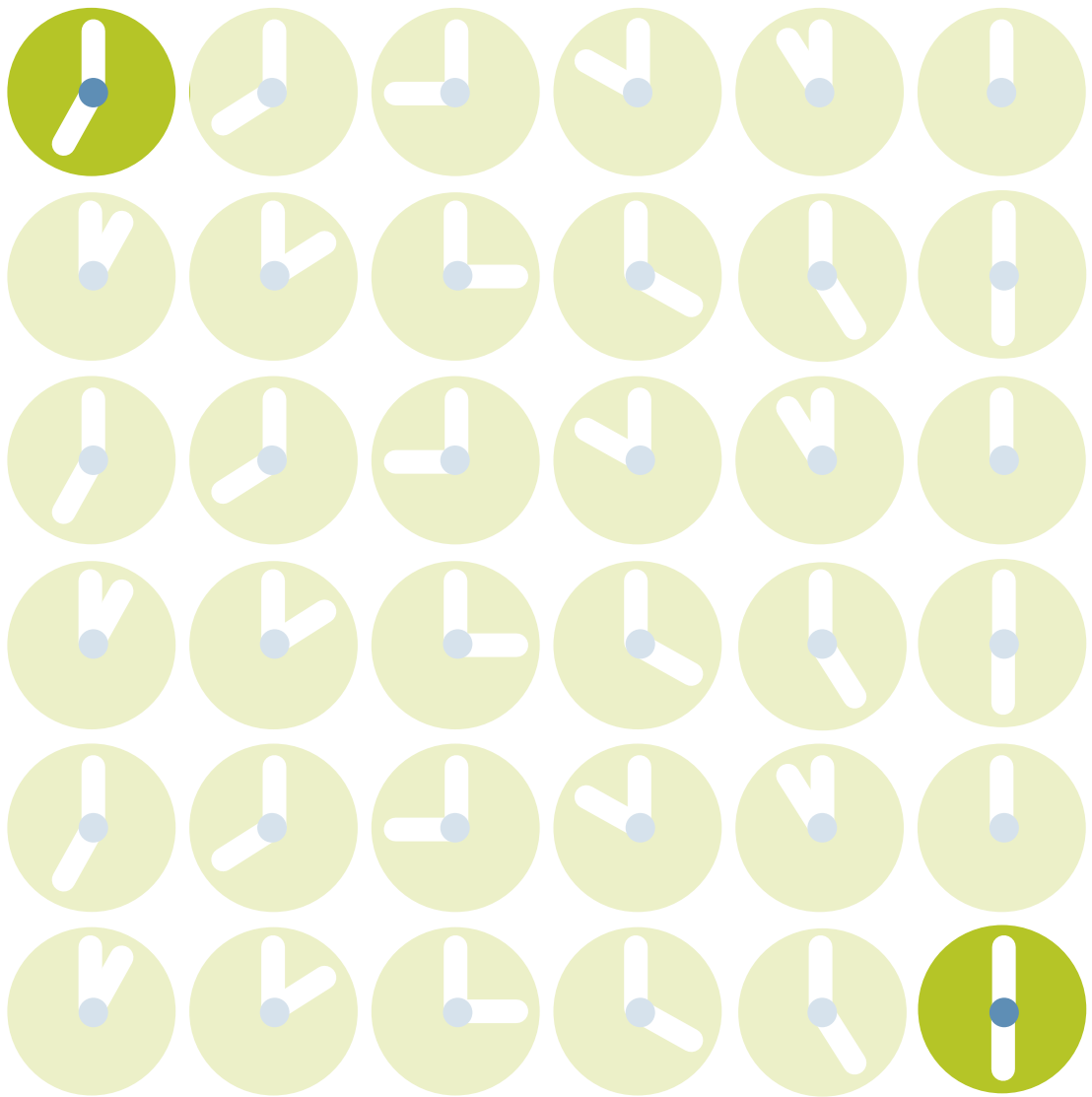
April 21 & 22, 2026



Give Local

Greater Waterbury & Litchfield Hills

Sponsorship Opportunities



36 Hours of Giving for Good



Greater Waterbury & Litchfield Hills

Be A Partner That Helps Our Community Thrive!

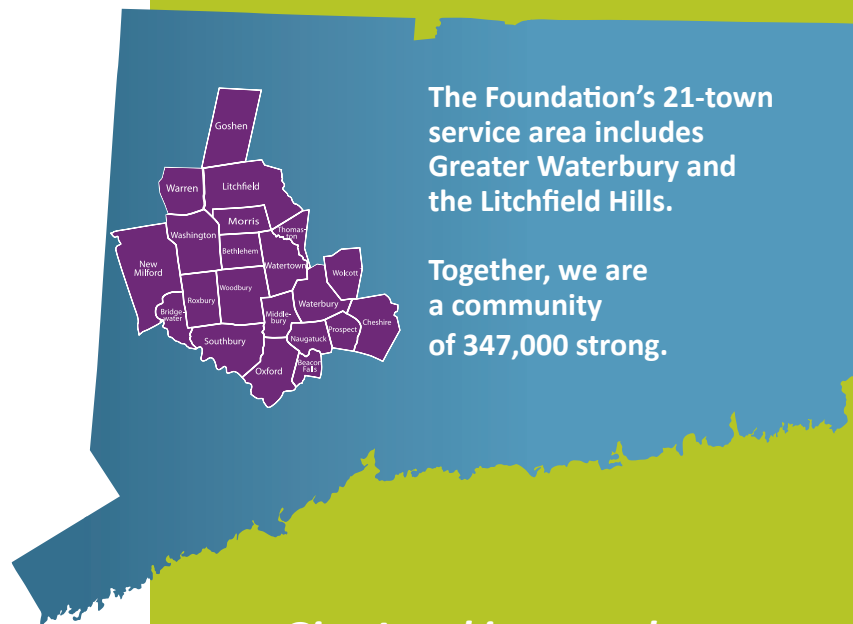
Give Local is a 36-hour online give-a-thon hosted by Connecticut Community Foundation each year to strengthen and celebrate the incredible nonprofit organizations that serve our region.

This year, as part of our commitment to our 21-town community, the Foundation has set an ambitious goal of raising \$3 million to support hundreds of nonprofit organizations doing good and vital work in our communities.

As a sponsor, you send a powerful message: We care about this beautiful place we call home and want our neighbors, colleagues, and community members to have what they need to thrive.

Promoted on social and traditional media platforms, Give Local is well-known throughout our region!

- ★ **696,192 impressions** across multiple platforms — both social and traditional media.
- ★ **Facebook: 65,800 views.**
- ★ **Instagram: 28,400 views.**
- ★ **Print and digital ads:** Waterbury Republican - American, New Milford Spectrum, Litchfield County Times, Prime Publishers, Waterbury Chamber, Connecticut Public, and Hearst Digital
- ★ **Radio & Podcasts:** Connecticut Public Radio, WATR, WZGB, Hello Connecticut! (CBS)
- ★ **Outdoor:** Billboards on I-84 in Waterbury and on local town banners and posters.



The Foundation's 21-town service area includes Greater Waterbury and the Litchfield Hills.

Together, we are a community of 347,000 strong.

***Give Local is more than
a fundraiser.***

***It's a shared movement
of generosity, connection,
and community pride.***

Give Local 2025 Record-Breaking Success!

- ★ **Over 330 area nonprofits participated in Give Local**
- ★ **More than 7,000 donors gave to Give Local**
- ★ **Total raised in 2025: \$2.5 million**
- ★ **Total distributed to nonprofits: \$2.5 million**
- ★ **Total raised since 2013: \$19.7 million**
- ★ **Give Local 2026 Goal: \$3 million**

Sponsor Benefits	Presenting \$57,000	Visionary \$25,000	Hero \$10,000	Champion \$5,000	Partner \$2,500	Neighbor \$1,000	Friend \$500
Premiere logo recognition in all digital, print, signage and outdoor promotion	★						
Premiere logo recognition at Give Local kickoff event	★						
4 Named Prizes to nonprofits at kickoff even	★						
Speaking opportunity in interviews and at Give Local Kickoff	★						
Logo recognition in all digital, print, signage and outdoor promotion, including TV spots	★	★					
Logo in digital promotion	★	★	★				
Logo in email promotion	★	★	★	★			
Logo at Give Local kickoff event	★	★	★	★	★		
Logo recognition on givelocalct.org and connct.org websites	★	★	★	★	★	Name only	Name only
Podium recognition at Give Local kickoff	★	★	★				
Sponsor table at Give Local Kickoff event	★	★	★				
Opportunity to use Give Local videos on sponsor website or onsite at sponsor location(s)	★	★					
Recognition in thank you advertising in Waterbury Republican American	★	★	★	★	★	Name only	
Recognition in multiple social posts (Facebook, Instagram, LinkedIn)	★	★	★	1 post			
Community Hero Package Customized digital art for use on sponsor platforms, posters, etc. featuring sponsor logo and message "SPONSOR is a Give Local hometown hero!"	★	★	★				
Digital "We Support Give Local" bug for use on sponsor website, digital platforms	★	★	★	★	★	★	★
Goody bag at Give Local events	★	★	★	★	★	★	★

Give Local is April 21 & 22, 2026

Why Sponsor Give Local 2026?

★ Support hundreds of local nonprofits in our region, while helping them attract even more support!

★ Celebrate your commitment to making our community stronger, together.

Invite your customers, clients, and friends to get involved in something amazingly beautiful for our community!

★ 100% of your sponsorship supports the community.

★ Create strong visibility for your brand.

★ And because giving just feels good!

Three Ways to Direct Your Sponsorship Dollars

1 BONUS FUNDS:

These incentive dollars are distributed proportionally to every participating nonprofit based on the number of donors an organization secures during Give Local.

2 NAMED PRIZES:

Throughout the 36-hour give-a-thon, nonprofits compete for thousands of dollars in cash prizes donated by sponsors. For as little as \$1,000, you can choose a prize which we will promote widely — giving your business added exposure.

3 AWARENESS BUILDING:

We'll direct your sponsorship dollars to creating substantial awareness of Give Local throughout our service area.



*Help us raise more
than \$3 million
in less than 2 days
for Greater Waterbury
and the Litchfield Hills.*

Give Local provides
essential support
to over 400 local
nonprofits:

- ★ Basic needs such as housing, food, and health
- ★ Emergency veterinary care and animal shelters
- ★ Fine arts and enrichment experiences
- ★ Healthy aging and homebound support
- ★ Job training
- ★ Local environmental conservation
- ★ Safe recreational areas and trails
- ★ Shelter services and homeless outreach
- ★ Volunteer fire and ambulance services
- ★ Youth development
- ★ And much more!



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 benefitting 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.conncf.org