



United Way of  
Ulster County

## SPONSORSHIP PACKAGES & BENEFITS 2023

### COMMUNITY CHAMPION: \$10,000

1. **COMPANY LOGO INCLUDED ON ALL FALL FUND DRIVE MARKETING MATERIALS (20,000 pieces)**
2. Full-page **premium placement** ad in the *Celebration of HOPE* event program
3. **10-week**, 30-second radio ad, *featuring company representative*, during Fall Fund Drive (September-November) and including “sponsored by” company name tagline
4. **4 golfers** for Annual Golf Outing; **2 golf tee box signs**; **4 tickets** to Celebration of HOPE; **reserved table for company volunteers** at Day of Caring Community Picnic
5. **Sponsorship of Stamp Out Hunger Event including logo on donation bags delivered to 20,000 households in Ulster County and all publicity**
6. Recognition at one volunteer appreciation luncheon including logo on invitation, social media recognition
7. On-site recognition at all events (signage & announcements)
8. Logo included on monthly email blast communications
9. Logo and link on sponsors page of United Way website
10. Social media recognition, including tags on Facebook with almost 10,000 views per post
11. Company banner displayed at Annual Golf Outing and Day of Caring Community Picnic

### COMMUNITY LEADER: \$7,500

1. **Full-page premium placement ad** in *Celebration of HOPE* event program
2. **10-week**, 30-second radio ad *featuring company representative*, during Fall Fund Drive (September-November) and including “sponsored by” company name tagline
3. **4 golfers** for Annual Golf Outing, **2 golf tee box signs**; **4 tickets** to Celebration of HOPE
4. On-site recognition at all events (signage & announcements)
5. Logo included on monthly email blast communications
6. Logo and link on sponsors page of our website
7. Social media recognition, including tags on Facebook with almost 10,000 views per post
8. Company banner displayed at Annual Golf Outing and Day of Caring Community Picnic

### COMMUNITY BUILDER: \$5,000

1. **Half-page ad** in *Celebration of HOPE* event program
2. **5-week**, 30-second radio ad *featuring company representative*, during Fall Fund Drive (September-November) and including “sponsored by” company name tagline
3. **2 golfers** for Annual Golf Outing, **1 golf tee box sign**; **2 tickets** to Celebration of HOPE
4. On-site recognition at all events (signage & announcements)
5. Logo included on monthly email blast communications
6. Logo and link on sponsors page of our website
7. Social media recognition, including tags on Facebook with almost 10,000 views per post
8. Company banner displayed at Annual Golf Outing and Day of Caring Community Picnic

**COMMUNITY PARTNER: \$2,500**

1. **Quarter-page ad** in *Celebration of HOPE* event program
2. **2 golfers** for Annual Golf Outing, **2 tickets** to Celebration of HOPE
3. Name included on monthly email blast communications
4. Logo and link on sponsors page of our website
5. Social media recognition, including tags on Facebook 2x/year
6. Company banner displayed at Annual Golf Outing and Day of Caring Community Picnic

**COMMUNITY PATRON: \$1,000**

1. **1 golfer** for Annual Golf Outing, **1 ticket** to Celebration of HOPE
2. Name included on monthly email blast communications
3. Name and link on sponsors page of our website
4. Social media recognition, including tags on Facebook 2x/year
5. Company banner displayed at Annual Golf Outing and Day of Caring Community Picnic

***Please check appropriate box and complete your company information below. Thank you!***

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Sponsor Name: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_ Zip: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_

**Check Enclosed**      **Please send an invoice**      **Please use credit card information below**

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Card Type/Credit Card Number

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Expiration Date

CSC Code

Name on Card

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Address, City, State, Zip

***Please make checks payable to the United Way of Ulster County***  
450 Albany Avenue, Kingston, NY 12401 • 845-331-4199 • [www.ulsterunitedway.org](http://www.ulsterunitedway.org)

For questions or to customize a package specifically for your business, please contact  
Theresa Mulkins, Vice President at [tmulkins@ulsterunitedway.org](mailto:tmulkins@ulsterunitedway.org) or 845-331-4199 ext 2.

***Thank you for your support!***



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Ulster County

## ADDITIONAL SPONSORSHIP OPPORTUNITIES

### **STAMP OUT HUNGER FOOD DRIVE: \$2,500**

Company logo printed on 20,000 plastic grocery bags distributed in the greater Kingston mailing area for the annual Food Drive sponsored by the National Association of Mail Carriers (May)

### **DAY OF CARING SPONSOR: \$1,500**

- Company named in all marketing efforts, including social media recognition
- Company logo and/or banner displayed at picnic
- Logo & sponsorship listed on United Way website

### **CAMPAIGN RADIO AD Option 1: \$2,000**

10-week, 30-second radio ad campaign featuring company representative, during Fall Fund Drive (September-November) and including “sponsored by” company name tagline

### **CAMPAIGN RADIO AD Option 2: \$1,000**

5-week, 30-second radio ad campaign featuring company representative, during Fall Fund Drive (September-November) and including “sponsored by” company name tagline

### **ANNUAL GOLF OUTING MEAL OR BEVERAGE SPONSOR: \$500**

- Logo included in all marketing materials for event
- Logo displayed on golf outing page on website
- Signage with logo displayed at golf outing
- Social media recognition, including tags on Facebook

### **VOLUNTEER APPRECIATION LUNCHEON SPONSOR: \$250**

- “Sponsored by” on event invitation
- Logo displayed on website
- Social media recognition, including tags on Facebook

### **RAISING HOPE LUNCHEON/DINNER SPONSOR: \$250/month; \$2,000/year (12 total)**

- “Sponsored by” sign displayed at event
- Logo displayed on website
- Social media recognition, including tags on Facebook

### **GOLF TEE BOX SIGN: \$150**

- Company name and/or logo on a tee-box sign

### **SILENT AUCTION/RAFFLE SPONSOR: \$500**

- Company name and/or logo displayed on signage at event and on website as well as all social media with almost 10,000 views per post (*Celebration of HOPE, Golf Outing, Day of Caring Picnic*)

### **SILENT AUCTION Donation: Item/Certificate with a Value of \$100 or more**

***Description of silent auction/raffle item:***

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***Please complete information below:***

Sponsor Name: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_

**Check Enclosed**       **Please send an invoice**       **Please use credit card information below**

Card Type/Credit Card Number

Expiration Date

CSC Code

Name on Card

Address, City, State, Zip

***Please make checks payable to the United Way of Ulster County***

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**For questions or to customize a package specifically for your business, please contact Theresa Mulkins, Vice President at [tmulkins@ulsterunitedway.org](mailto:tmulkins@ulsterunitedway.org) or 845-331-4199 ext 2.**

***Thank you for your support!***

***Event Information:***

***Stamp Out Hunger Food Drive: Saturday, May 13, 2023***

***Golf Outing: Monday, May 22, 2023 – The Twaalfskill Club, Kingston, NY***

***Celebration of HOPE: Sunday, June 11, 2023 – Diamond Mills, Saugerties, NY***

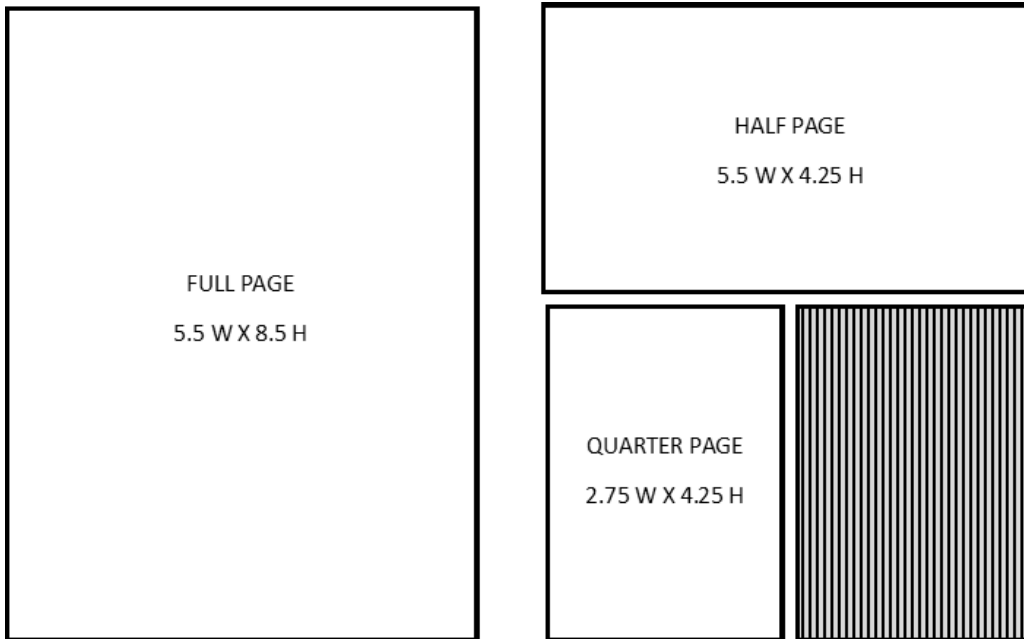
***Day of Caring: Wednesday, September 27, 2023***



**United Way of  
Ulster County**

**CELEBRATION OF HOPE  
JOURNAL AD RATES & SIZES:**

<u>PAGE SIZE</u>	<u>RATE</u>
<b>FULL PAGE BACK COVER</b> (5.5" X 8.5")	\$1,000
<b>FULL PAGE PREMIUM</b> (5.5" X 8.5") INSIDE FRONT COVER, INSIDE BACK COVER, OR FACING PROGRAM PAGE	\$750
<b>FULL PAGE</b> (5.5" X 8.5")	\$500
<b>HALF PAGE</b> (5.5" X 4.25")	\$250
<b>QUARTER PAGE</b> (2.75" X 4.25")	\$150



**Journal Deadlines: 5/19/23**

Submit your journal ad via email to Theresa Mulkins at [tmulkins@ulsterunitedway.org](mailto:tmulkins@ulsterunitedway.org). **Payments should be sent to United Way of Ulster County, 450 Albany Avenue, Kingston, NY 12401. We accept all major credit cards. Any questions, call Theresa, 845-331-4199 ext. 2.**

**THANK YOU FOR YOUR SUPPORT!**