UNITED WAY OF GREATER NASHUA IS CELEBRATING 90 YEARS OF SERVICE TO OUR COMMUNITY

Since 1930, United Way of Greater Nashua has served as the ‘Community Chest’ for Southern New Hampshire. Our focus has been and continues to be to invest in a strong safety net. We are fighting for the health, education, and financial stability of every person. We are consistently evaluated by GuideStar and Charity Navigator with their highest possible ratings for transparency and financial accountability, and 98% of the funds we raise stay in our community. We look forward to partnering with your business as a sponsor, knowing that we will put your investment to good work. We believe you will be pleased with your return on investment and proud to be associated with United Way of Greater Nashua.

UNITED WAY SPONSORSHIP OPPORTUNITIES

UNITED WAY OF Greater Nashua sponsors receive a substantial amount of promotional visibility. During 2019, United Way of Greater Nashua events were featured in the Nashua Telegraph and Manchester Union Leader over 30 times! We were also featured several times on WMUR during the evening news as well as having a segment on Chronicle. As you can see, by partnering with us, you will receive recognition as a key player on a strong and well-respected team.

LIVE UNITED® Blizzard Blast Obstacle Run Sponsorship Opportunities

- Be a part of history… New England’s premier winter obstacle course is coming again to Nashua in on January 25, 2020. Blizzard Blast is a tough 3+ mile winter obstacle course from the Nashua Millyard, along the Nashua River, through Mine Falls Park. Over 20 obstacles. Professionally timed. Awesome after party at Train 180! Anticipated attendance is 750 or more with lots of local media coverage! An opportunity you will not want to pass you by!

Contact Mike Apfelberg (603)864-0202 or mapfelberg@unitedwaynashua.org

https://tinyurl.com/blizzardblast2020 or text blizzard2020 to 71777

NEW IN 2020 – SKYDIVE UNITED FOR HOMELESS YOUTH – In May we will be skydiving to raise money for a good cause and build local youth experiencing homelessness. We are looking for 25 brave souls willing to raise $3,000 each to jump out of a plane with us… do you have what it takes? How about your company? We are looking for three corporate sponsors, at $5,000 each, to support the event as naming sponsors… which includes exclusive marketing at the event and a single skydiving spot.

LIVE UNITED® Over the Edge 2019 Sponsorships – this singular event takes place in June and receives a lot of media attention; with a team of VIP’s participating which has included Jamie Stason and Erin Felluah from WMUR, Senator Kelly Ayotte, Congressperson Kuster and Pappas, and Governor Chris Sununu, your logo and branding will be front and center as a supporter of this major, statewide fundraiser, which involves rappelling off the 305-foot Brady Sullivan Plaza in Manchester. This event has been front page on the Telegraph and Union Leader and been spotlighted twice in NH Chronicle. The event raised almost $200K in 2019 for over 25 different nonprofit organizations! Sponsorships include:

- **Building Sponsor**
  - Naming Sponsor (2 available)
  - Landing Zone Sponsors (2)
  - Helmet Sponsors (2)
  - Rope Sponsors (4)

- **Properties**
  - Brady-Sullivan
  - Includes a complimentary rappelling spot on our VIP Team!

All sponsorships include recognition on event banners, t-shirts, and in social media – imagine being recognized by over 20 different non-profit organizations! Only one sponsor per business category will be accepted.

Additional United Way Sponsorships Available

United Way Community Connections Radio Show Sponsor – our radio show is broadcast on WSMN 1590 weekly from 9 to 10 a.m. Sponsors receive a 30 second spot which airs during the show and is rebroadcast once during the week. Additionally, the spot is played by WSMN at least 20 other times during the week and is uploaded to our popular podcast. You’ll receive all this coverage for just $2000 per year for two spots or $1000 per year for one spot. This equates to over 1200 airings of your spot per year at a cost of less than $50 per spot. You can change the contents of your spot each month. Each sponsor will be invited to participate in the show LIVE up to 4 times per year, which will also be featured on our podcast, increasing your reach across the internet! Only one sponsor per business category and only six sponsors total will be accepted.

United Way Automotive Program – this is a special sponsorship for auto dealers, you choose a month and during that month donate $100 for each vehicle sold; the customer chooses one of three different United Way supported agencies for their donation; in return, you receive not only social media coverage, but also a dedicated spot in our Chunky’s of Nashua PSA which plays twice before every movie at Chunky’s; you also get called out on our radio show during the week and is uploaded to our popular podcast. Another $1,000 each month allowed. Participation is great recognition you as a business category and only six sponsors total will be accepted.


www.facebook.com/UnitedWayGN/
https://twitter.com/unitedwaygn
www.youtube.com/user/UnitedWayGN

UNTITLED 2020 DAYS OF CARING—PARTNERSHIP OPPORTUNITIES

Sponsoring United Way Days of Caring is a tremendous way to LIVE UNITED in our community. Your support brings these impactful, volunteer driven, events to Greater Nashua. Days of Caring are a great way to make a difference today!

Early Childhood Day of Caring—May, 2020—Community Baby Shower—Starting Young Families Off on the Right Foot!

Homeless and Hunger Day of Caring—April 2020
United Way Sleep to End Hunger and Homelessness
Highlighting the issues of extreme poverty.

Food Security Meal Packaging Day of Caring—June, 2020
Packaging 20K meals at two events to support the food needs of our local pantries!

Addressing Food Security in our Community.

Food Security Community Farming Day of Caring—April, 2020
Partner with Grow Nashua and the Nashua School District to support sustainable and health food.

Return on Investment: Being a United Way Day of Caring Event Sponsor gives your company the opportunity to make a real difference in the community AND gain important public recognition by demonstrating that you care about giving back.

How it works: The United Way of Greater Nashua Corporate Partner is a one-time, $5,000 gift. Your participation is exclusive, meaning that there is only one spot available per industry classification. Your funding helps us to make our dollars go further in the community and recognizes you as a strong partner in making change happen in our community! Contact Mike Apfelberg (603) 864-0202 or mapfelberg@unitedwaynashua.org to get involved as a corporate sponsor!

United Way of Greater Nashua Days of Caring

Please contact Mike at 603.864.0202 or mapfelberg@unitedwaynashua.org

Electronic Communications from UWGN

- Logo w/link to company site included on UWGN homepage
- Company logo included in all UWGN staff email signatures
- Logo w/link to company site included in Quarterly UWGN e-newsletters to over 10,000 subscribers
- Mentions with logo on our very popular social media feeds

UWGN Print Communications

- Listed as a Corporate Partner for 2019 on UWGN letterhead
- Listing included in mailings mailed to donors (approx. 10,000)
- Logo included in print advertising recognizing campaign donors in the Nashua Telegraph

DoC Sponsorship

Day of Caring Partner
Day of Caring Changemaker
Day of Caring Superhero

Support one DoC event
$500
$1,000
$1,500

Support all DoC events
$1,000
$2,500
$5,000

Recognized on social platforms and t-shirts
Also invited to hang a banner and place marketing materials at event
Also mentioned in press releases and listed in print advertising

In-kind Sponsors: If your company sells a product or service which is useful for one or more of our Days of Caring, we will gladly recognize that gift as a sponsorship. Please contact us for more information.

To become a 2020 United Way Day of Caring Sponsor, contact Mike Apfelberg — mapfelberg@unitedwaynashua.org — 603.864.0202

United Way of Greater Nashua 2020 Sponsorship Opportunities

Exclusive Corporate Partners as Year-Round Sponsors

United Way of Greater Nashua Corporate Partners that sign on as year-round sponsors will receive a substantial amount of promotional visibility. As a year-round sponsor, your logo will be displayed and you will receive recognition at our events, including our four Days of caring, our annual sleep out, and our annual donor/volunteer recognition baseball game. Your logo will also be on display on our event t-shirts, on our email footers, on our website, and you will be called out for recognition on our Facebook page and our Twitter feed, each of which have over 2,000 active followers.

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