

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



Mike Apfelberg – President, United Way of Greater Nashua

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 be proud to be associated with **United Way of Greater Nashua**.



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 content 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 recognition, 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 month; PLUS, if your donation goes over \$5,000, we will recognize you as a **Day of Caring Superhero!** Only one automotive dealer per month allowed. Participation is great marketing, community support, and is also tax deductible!



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

United Way of Greater Nashua
20 Broad St. Nashua, NH 03064
Tel: 603-882-4011
Fax: 603-882-5406



United Way of Greater Nashua serves Amherst, Brookline, Hollis, Hudson, Litchfield, Lyndeborough, Merrimack, Milford, Mont Vernon, Nashua, and Wilton, New Hampshire.

UNITED WAY SPONSORSHIP OPPORTUNITIES

LIVE UNITED®

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.



United Way of Greater Nashua

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 3-4 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



Team Sponsor	\$500 – A team of 4 plus your name on collateral and social media platforms
Obstacle Sponsor	\$1,000 – Above plus an obstacle named and branded with your company
Blaster Naming Sponsor*	\$2,500 – Above plus Premier logo on event signage, collateral, and t-shirts

*Only one per business category; 5 total available



NEW IN 2020 – SKYDIVE UNITED FOR Homeless Youth– In May we will be skydiving to raise money for a dedicated fund to support 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... which includes exclusive marketing at the event and includes 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 Staton and Erin Fehlau from WMUR, Senator Kelly Ayotte, Congresspeople 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 300-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)
Brady-Sullivan Properties	\$7,500	\$2,500	\$2,500	\$1,500
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

UNITED WAY 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!



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.



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





Homeless and Hunger Day of Caring — September, 2020
United We Sleep to End Hunger and Homelessness Highlighting the issues of extreme poverty.



Homebound Elderly Day of Caring — October to November, 2020
United Way Shoebox Project – Caring for Homebound Seniors in our Community.



Days of Caring (DOC) Sponsorships – your opportunity to support the community and gain great marketing exposure at popular, impactful events, including: Food Packaging (March), Community Farming DOC (May), Youth Homeless Sleepout (**NEW** in April), Community Baby Shower (May), United We Sleep (September), Shoebox Project for Seniors (Fall); **your sponsorship dollars support our events, helping to feed people, get people resources, and supporting our seniors. PLUS, this is a great way to provide volunteer opportunities for your employees!** In 2019, more than 350 volunteers participated. How about YOU and YOUR TEAM?

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

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. **Market research is very clear that customers care about community involvement and purchase from companies which are involved.**

United Way events are highly visible, well-known, and respected throughout Greater Nashua. We are proud that EVERY United Way event in 2016, 2017, 2018, and 2019 was covered prominently by the Nashua Telegraph, with additional coverage by WMUR and the Union Leader!

Community Partners are recognized in United Way social media and on the Event T-Shirt. With over 1,300 Facebook and Twitter Followers, the coverage adds up fast!

Community Change Makers, all the above, plus the opportunity to display their banners and place marketing materials at the event.

Community Superheroes, in addition to the above, receive special recognition at the event, are named in press releases, and are listed in event print advertising in the Nashua Telegraph.

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

Please contact Mike at 603.864.0202 or mapfelberg@unitedwaynashua.org

Exclusive Corporate Partners as Year-Round Sponsors

United Way of Greater Nashua Corporate Partners that sign on as year-round sponsors 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.



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.




THANK YOU 2019 CORPORATE SPONSORS — WE APPRECIATE HAVING YOU ON OUR TEAM!



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!

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

UWGN “Celebration of U” Volunteer and Donor Recognition Event

A popular event with 150+ United Way donors and volunteers at the Anheuser-Busch Biergarten!

- Prominent signage placement
- Logo w/link to company website in all event e-communications and on event page
- Free tickets to event
- Included in press release, radio PSA, cable TV announcement, and online listings

United Way of Greater Nashua Days of Caring

- 5 Days of Caring in the Community!
- Signage placement at event site
- Logo on event T-shirt, poster promotional marketing materials
- Logo with link to company site in event e-communications & on event page
- Opportunity to place promotional items at event on sponsor table

