

AFTER-SCHOOL ARTS PROGRAM



GIVE LOCAL APRIL 21-22, 2020
 Greater Waterbury and Litchfield Hills

Connecticut Community Foundation
givelocalCCF.org

SPONSORSHIP OPPORTUNITIES



Now in its eighth year

About Give Local

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 region together as one—all to raise money and awareness for the vital work of hundreds of local nonprofits. The eighth annual event, to be held on April 21-22, 2020, 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 you fuel:

Bonus Funds! All donations during Give Local are boosted by sponsor dollars. In 2019, nonprofits received a 10% bonus on top of every donor gift thanks to bonus fund contributions.

Cash Prizes! Throughout the giving event, nonprofits compete for cash prizes donated by sponsors—adding incentives for donors to give during Give Local.

Partner With Us and Your Neighbors Sponsor Give Local for Even Greater Community Impact!

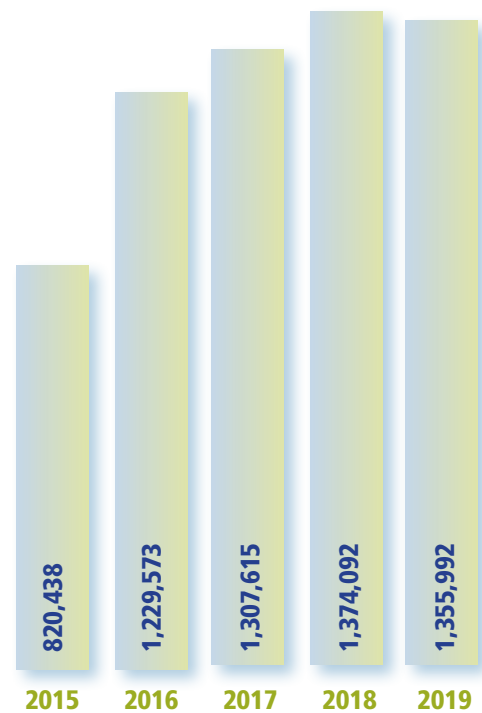
- > Raise your profile as a community leader
- > Support the vital work of hundreds of nonprofits that serve residents of Greater Waterbury and the Litchfield Hills
- > Gain recognition and media exposure for the generosity of your business

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 \$7.2 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, since state and federal support is dwindling. 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!

- Job training
- Food pantry items
- Hygiene items for people in shelters
- Theater performances
- Access to healthcare
- Safer recreational trails
- Meals for homebound people
- Emergency veterinary care
- ...and much more.



DOLLARS RAISED THROUGH GIVE LOCAL

Give Local is a wonderful opportunity for the After School Arts Program to stretch our donor's generous contributions even further with boosted funds to reach even more children and adults through our programming. Each amplified dollar allows us to provide more healthy snacks, more transportation, and more access to programs that people would otherwise not be able to experience.

ANNIE MUSSO, ASAP!



We love the excitement Give Local creates—it gives people the chance to make an impact on the lives of others—every donation counts! Give Local brings more awareness to the community about our wide array of programs and services and shows that we are a vital resource for people and families facing disabilities.

CAROLEE KALITA, EASTERSEALS



IN 2019

\$1.36 Million RAISED
FOR **268** PARTICIPATING NONPROFITS

4,494 INDIVIDUAL DONATIONS

Media Exposure

Give Local outreach involves a massive multi-channel, intensive awareness campaign over six months that culminates in the 36-hour event.

2019 MEDIA HIGHLIGHTS

- 32,158** WEBSITE VISITS
- 289,778** CIRCULATION OF PRINTED ADS
- 244,417** IMPRESSIONS FOR DIGITAL ADS
- 4,000** PROMOTIONAL MAILERS
- 150+** RADIO PROMOS (WNPR, WZBG, WATR)
- 25** PRINT MEDIA MENTIONS

**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 collective power of philanthropy to give back to their communities—and make them even better for everyone!

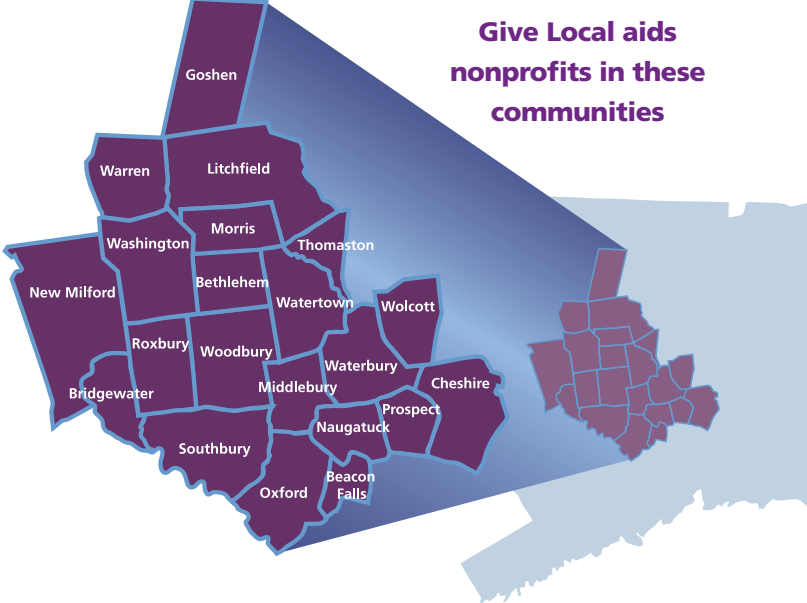
LOCAL

While Give Local contributors hail from across the United States and beyond, a solid and robust base of supporters—more than 2/3 of all 2019 Give Local donors—are your customers and your neighbors who reside in Greater Waterbury and the Litchfield Hills.

ENGAGED

In 2019, the number of participating nonprofits swelled to 268. Give Local fuels their on-the-ground programs and services to improve *your* community every day.

Give Local aids nonprofits in these communities



Sponsor Give Local Greater Waterbury and Litchfield Hills!

Please complete this form to confirm your sponsorship by **March 1, 2020**.

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@connct.org

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



Sponsorship Levels

Presenting Sponsor

reserved for Ion Bank Foundation

Diamond Sponsor
\$25,000-39,999

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 be divided proportionately among 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. The Foundation will contact you to set up 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 or print ads). The Foundation will follow up with you regarding your ad copy.

Total value of in-kind donations

\$ _____

Established in 1923, Connecticut Community Foundation fosters creative partnerships that build rewarding lives and thriving communities in 21 towns in Greater Waterbury and the Litchfield Hills. The Foundation provides leadership in addressing the region's critical issues, strengthens local nonprofit organizations through grants and technical assistance programs, and works with individuals, families and corporations to steward charitable funds. **Learn more at www.connct.org.**



Sponsor Give Local Greater Waterbury and Litchfield Hills

April 21-22, 2020

Two Sponsorship Opportunities

In 2019, Connecticut Community Foundation contributed over \$100,000 to Give Local. That's just the beginning, because Give Local depends on sponsor dollars from local 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. In 2019, bonus funds added 10 cents to every dollar donated!

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!

You can get involved in other ways, too!

- Match your employees' Give Local gifts on April 21-22
- Tell your clients and colleagues about Give Local
- Host an on-site employee giving drive or other fun event connected to Give Local.

GiveLocalCCF.org

Sponsorship Benefits*	Presenting \$40,000+	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

\$40,000+	Presenting Sponsor: Ion Bank Foundation
\$25,000-39,999	Diamond Partner
\$10,000-24,999	Platinum Partner
\$2,500-9,999	Gold Partner
\$1,000-2,499	Silver Partner
\$500-999	Bronze Partner



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