

SPONSORSHIP OPPORTUNITIES



Now in its ninth year!

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 community together as one—all to raise money and awareness for the vital work of hundreds of local nonprofits. The ninth annual event, to be held on April 20-21, 2021, will again generate thousands of donations at [GiveLocalCCF.org](https://givelocalCCF.org) by community members who give to their favorite causes.

Sponsors are critical to the success of Give Local because of:

Bonus Funds! All donations during Give Local are boosted by your sponsor dollars. In 2020, nonprofits shared over \$137,000 in bonus funds because of contributions from local businesses.

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



IN 2020, **\$1.8 Million** WAS RAISED FOR **250** PARTICIPATING NONPROFITS FROM **6,487** INDIVIDUAL DONATIONS

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 \$9 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!

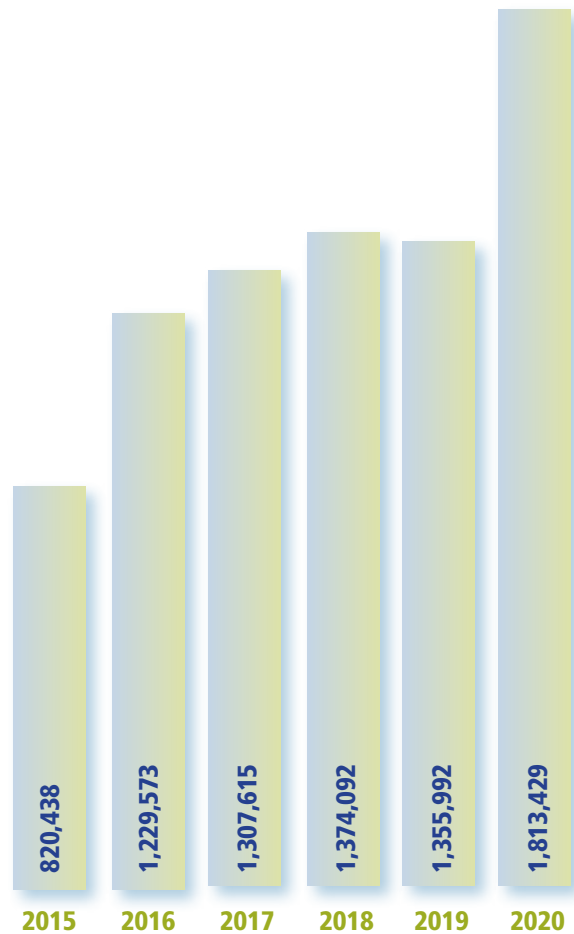
- Job training
- Food pantry items
- Personal items for people in shelters
- Theater performances
- Access to healthcare
- Safer recreational trails
- Meals for homebound people
- Emergency veterinary care

...and much more.



Give Local brings greater awareness to community nonprofits. Southbury Ambulance Association has benefited financially with donations from people in our community that may have not otherwise acknowledged us.

GERALYN HOYT, SOUTHBURY AMBULANCE ASSOCIATION



DOLLARS RAISED THROUGH GIVE LOCAL

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 58% of all 2020 Give Local donors—are your customers and your neighbors who reside in Greater Waterbury and the Litchfield Hills.

ENGAGED

Amidst the COVID-19 pandemic, 250 local participating nonprofits benefited from an opportunity to raise desperately needed unrestricted funding during Give Local 2020. The campaign powers their on-the-ground programs and services to improve *your* community every day.

Sponsor Give Local Greater Waterbury and Litchfield Hills

April 20-21, 2021

Two Sponsorship Opportunities

In 2020, Connecticut Community Foundation contributed over \$83,000 to Give Local. That's just the beginning, because Give Local depends on sponsor dollars from generous 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 2020, bonus funds added 8.2 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 20-21
- Tell your clients and colleagues about Give Local
- Become a Business Fundraiser — set up a page for your company on the Give Local site to track your employee giving

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

Sponsor Give Local Greater Waterbury and Litchfield Hills!

Please complete this form to confirm your sponsorship by **March 1, 2021**.

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@connccf.org

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

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 benefiting 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.connccf.org.**



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, print or social media ads). The Foundation will follow up with you regarding specifics.

Total value of in-kind donations

\$ _____