

celebrating
5
years

*United Way
of Westchester
and Putnam's
50th
Anniversary*

**ANNIVERSARY
PARTNERSHIP
PACKAGES**

ANNIVERSARY YEAR EXCLUSIVE! A limited number of partners will have an opportunity to align their company with one of the education, income or health initiatives through to June 2013.

Initiatives include: • Thrive by Five • Participate to Graduate • Teach Me to Fish...Work Skills for Life • Financial Education Program • Step Up 2 Health • Voices for Positive Choices

**\$100,000
GOLD
PARTNER**

Naming Opportunity
Broad choices for Naming, including United Way's 2-1-1 Helpline

50th Anniversary Benefits

- Top placement of company name or logo prominently highlighted in ads, press releases and social media outlets; click-through logo listed on United Way's website
- Logo listed in over ten e-newsletters
- Logo on property signage at Central Avenue Headquarters
- Photo on United Way's home page for six months
- Sponsorship of radio ad series on two radio stations

Westchester County Business Journal (WCBJ) Supplement

- Full color two-page centerfold or full color inside cover page
- Listed as 50th partner in introduction
- Featured editorial story and photo in WCBJ Supplement
- Four quarterly United Way 50th Anniversary-themed wraps of WCBJ

50th Anniversary Top Chefs Celebration

- Lead placement of company name and logo on: 10,000 print and electronic invitations; posters widely distributed throughout two-county area; and event web page
- Co-branded promotional items at event
- 20 event tickets
- Signage at event

Volunteer day of service coordinated for 20 employees

Lead Partner for the 2012-2013 Community Assessment

**\$50,000
PRESENTING
PARTNER**

Naming Opportunity
Customized to available initiatives

50th Anniversary Benefits

- Company name or logo prominently highlighted in ads, press releases and social media outlets; click-through logo listed on United Way's website
- Logo listed in over ten e-newsletters
- Logo on property signage at Central Avenue Headquarters
- Photo on United Way's home page for four months
- Sponsorship of radio ad series

Westchester County Business Journal (WCBJ) Supplement

- Full color inside cover page, or full color two-page interior spread
- Listed as 50th partner in introduction
- Featured editorial story and photo in WCBJ Supplement
- One United Way 50th Anniversary-themed wrap of WCBJ

50th Anniversary Top Chefs Celebration

- Lead placement of company name and logo on: 10,000 print and electronic invitations; posters widely distributed throughout two-county area; and event web page
- Company promotional items at event
- 10 event tickets
- Signage at event

Volunteer day of service coordinated for 20 employees

Top Level Partner for the 2012-2013 Community Assessment

**\$25,000
PREMIER
PARTNER**

Naming Opportunity
Customized to available initiatives

50th Anniversary Benefits

- Company name or logo prominently highlighted in ads, press releases and social media outlets; click-through logo listed on United Way's website
- Logo listed in over ten e-newsletters
- Logo on property signage at Central Avenue Headquarters
- Photo on United Way's home page for three months
- Sponsorship of radio ad series

Westchester County Business Journal (WCBJ) Supplement

- Full page color ad
- Listed as 50th partner in introduction
- Photo and quote highlighted in editorial section

50th Anniversary Top Chefs Celebration

- Lead placement of company name and logo on: 10,000 print and electronic invitations; posters widely distributed throughout two-county area; and event web page
- Company promotional items at event
- 10 event tickets
- Signage at event

Volunteer day of service coordinated for 10 employees

Listed as a Partner for the 2012-2013 Community Assessment

**\$15,000
LEGACY
PARTNER**

Naming Opportunity
Born Learning Trail (limited number)

50th Anniversary Benefits

- Company name or logo prominently highlighted in ads, press releases and social media outlets; click-through logo listed on United Way's website
- Logo on property signage at Central Avenue Headquarters
- Photo on United Way's home page for three months
- Sponsorship of radio ad series

Westchester County Business Journal (WCBJ) Supplement

- Full page color ad
- Listed as 50th partner in introduction
- Photo and quote in editorial section

50th Anniversary Top Chefs Celebration

- Prominent placement of company name and logo on: 10,000 print and electronic invitations; posters widely distributed throughout two-county area; and event web page
- Company promotional items at event
- 10 event tickets
- Signage at event

Volunteer day of service coordinated for 10 employees

**\$10,000
CHAMPION
PARTNER**

50th Anniversary Benefits

- Company name or logo prominently highlighted in ads, press releases and social media outlets; click-through logo listed on United Way's website
- Company name listed in five e-newsletters
- Photo on United Way's home page for two months
- Sponsorship of radio ad series

Westchester County Business Journal (WCBJ) Supplement

- Full page color ad
- Listed as 50th partner in introduction
- Photo and quote in editorial section

50th Anniversary Top Chefs Celebration

- Prominent placement of company name and logo on: 10,000 print and electronic invitations; posters widely distributed throughout two-county area; and event web page
- Company promotional items at event
- 8 event tickets
- Signage at event

**\$5,000
PATRON
PARTNER**

50th Anniversary Benefits

- Company name prominently highlighted in ads and social media outlets, as well as on United Way's website
- Company name listed in five e-newsletters
- Photo on United Way's home page for two months

Westchester County Business Journal (WCBJ) Supplement

- Full page color ad
- Listed as 50th partner in introduction
- Photo and quote in editorial section

50th Anniversary Top Chefs Celebration

- Prominent placement of company name and logo on: 10,000 print and electronic invitations; posters widely distributed throughout two-county area; and event web page
- 6 event tickets
- Signage at event

**\$2,500
SUPPORTING
PARTNER**

50th Anniversary Benefits

- Company name in ads and social media outlets, as well as on United Way's website
- Photo on United Way's home page for one month

Westchester County Business Journal (WCBJ) Supplement

- Half page color ad
- Listed as 50th partner in introduction

50th Anniversary Top Chefs Celebration

- Company name and logo on: 10,000 print and electronic invitations; posters widely distributed throughout two-county area; and event web page
- 4 event tickets
- Signage at event

**\$1,500
SUSTAINING
PARTNER**

50th Anniversary Benefits

- Company name in ads and social media outlets, as well as on United Way's website

Westchester County Business Journal (WCBJ) Supplement

- Half page black and white ad
- Listed as 50th partner in introduction

50th Anniversary Top Chefs Celebration

- Company name on: 10,000 print and electronic invitations; posters widely distributed throughout two-county area; and logo on event web page
- 2 event tickets
- Signage at event

**GIVE
YOUR
COMPANY
VISABILITY
ALL YEAR
LONG**

DEMOGRAPHICS

The Westchester County Business Journal readership is 52,500; has an average annual personal income of \$188,848; is a median age of 52; and has an average home value of \$858,992. The average reader keeps each edition for more than two weeks, and the majority of readers are top executives and decision-makers. The average household net worth is more than \$2 million, and 30 percent of readers maintain more than \$1 million in investments and banking services.

United Way's website gets 30,000 views and the Top Chefs event is expected to host up to 400 guests. Logos will be displayed on website throughout 2012.

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whud.com/advertise/

103.9 WFAS
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Partnership packages can be individually tailored to your company's needs.