

# SPONSORSHIP PROPOSAL

Each year, United Way of the Greater Capital Region (UWGCR) hosts a region-wide day of volunteerism to support dozens of community-based organizations. Hundreds of volunteers across the Capital Region come together on, or around, May 18th (hence, 518 Day) to give back and celebrate the spirit of philanthropy that contributes to the quality of life in the neighborhoods and communities within the 518 area code.

518 Day unites corporate sponsors, non-profits, and dedicated volunteers in meaningful community projects across the Capital Region. This initiative aligns with UWGCR's commitment to serving, engaging, and driving community impact, showcasing the power of collaboration to address pressing local challenges with a focus on four key areas: health, youth opportunity, community resiliency, and financial security.

<b>SPONSORSHIP BENEFITS</b>	<b>CHAMPION \$15,000</b>	<b>ADVOCATE \$10,000</b>	<b>PARTNER \$5,000</b>	<b>SUPPORTER \$2,500</b>
<b>UP TO # VOLUNTEERS</b>	<b>30</b>	<b>20</b>	<b>10</b>	<b>6</b>
<b>MIC DROP MOMENT!</b> A leader from your company gets a "Why We Give" video spotlight played during kickoff.	<b>X</b>			
<b>VIP SOCIAL MEDIA TAKEOVER</b> In the weeks following the event, we'll give your company a dedicated feature day on United Way's Instagram stories + LinkedIn, sharing behind-the-scenes moments, employee testimonials, and YOUR impact in action!	<b>X</b>			
<b>SPECIAL MENTION AT KICKOFF EVENT(S) WITH MEDIA</b> Your company will be thanked by our leadership during our 518 Day kickoff event(s) with media, and in pre- and post-event media releases.	<b>X</b>	<b>X</b>		
<b>LIVE "IMPACT MOMENT" SHOUTOUT</b> Your company will be featured in a LIVE social media segment showcasing your team's impact in action!	<b>X</b>	<b>X</b>		
<b>518 DAY AFTER PARTY</b> You'll receive tickets to a special VIP post-event happy hour, where you can connect with United Way leadership, other top sponsors, and community leaders.	<b>15 TICKETS</b>	<b>10 TICKETS</b>	<b>4 TICKETS</b>	<b>2 TICKETS</b>
<b>COMPANY NAME/LOGO ON 518 DAY ICE CREAM TRUCK</b> Your company will be recognized on this year's brand new feature - an ice cream truck that will visit all volunteer sites.	<b>LOGO</b>	<b>LOGO</b>	<b>NAME</b>	<b>NAME</b>
<b>COMPANY NAME/LOGO ON T-SHIRTS</b> Every volunteer will receive a 518 Day t-shirt in advance to wear on the day of the event, featuring all of our generous sponsors on the back.	<b>LOGO</b>	<b>LOGO</b>	<b>NAME</b>	<b>NAME</b>
<b>COMPANY NAME/LOGO ON DIGITAL MARKETING MATERIALS</b> Your generosity will be recognized on our 518 Day webpage, emails, and social media.	<b>LOGO</b>	<b>LOGO</b>	<b>NAME</b>	<b>NAME</b>
<b>PROVIDE PHOTO/VIDEO FROM THE DAY</b> Following the event, you will receive high quality photos and/or video of your company's employees contributing to 518 Day.	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
<b>SURPRISE THANK-YOU GIFT BOX</b> Think locally curated goodies, 518-inspired merch, limited-edition event swag, handwritten notes, and a framed 518 Day certificate.	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>

**518 DAY** FRIDAY, MAY 16, 2025  
PRESENTED BY MVP HEALTHCARE  
**SPONSORSHIP FORM**



To ensure your organization is represented, please complete and submit the 518 Day Sponsorship form by **April 1, 2025**.

Your completed form can be emailed with a **high resolution JPEG/PNG/EPS version of your company logo** to Nicki Pezzulo at [nickip@unitedwaygcr.org](mailto:nickip@unitedwaygcr.org), or mailed to the address below.

YES, my organization would like to become a 518 Day sponsor:  
 \_\_\_\_ \$15,000 Champion    \_\_\_\_ \$10,000 Advocate    \_\_\_\_ \$5,000 Partner    \_\_\_\_ \$2,500 Supporter

I/We regretfully decline a sponsorship. Please accept the enclosed contribution of \$ \_\_\_\_\_

**CONTACT INFORMATION**

Contact Name/Title: \_\_\_\_\_

Company Name or Sponsor Name: \_\_\_\_\_

Publication Name (as you wish it to appear in print): \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

**PAYMENT INFORMATION**

My check is enclosed for \$ \_\_\_\_\_ (payable to United Way of the Greater Capital Region, with memo: 518 Day Sponsor)  
 Please invoice me.  
 Please charge my credit card for \$ \_\_\_\_\_ (circle one: Visa MC Amex Discover)

\_\_\_\_\_  
Credit Card #

\_\_\_\_\_  
Exp. Date

\_\_\_\_\_  
Verification Code (CVV)

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

Completed forms can be emailed to Nicki Pezzulo at [nickip@unitedwaygcr.org](mailto:nickip@unitedwaygcr.org) or mailed to United Way of the Greater Capital Region, P.O. Box 1988, Albany, NY 12207  
 518Day.org | 518.456.2200