

# Prospectus for Support

## Conference Overview

Since 1970, United Way volunteers and staff have gathered annually for a time of learning, inspiration and celebration around the work they are doing to change communities and shape lives. The 2008 United Way Community Leaders Conference (CLC) has an emphasis on the important role of the volunteer leader as well as the importance of partnership and collaboration between community stakeholders and professionals.

One of the premier national opportunities for both volunteers and staff to hone their skills and develop the strategies needed to support real and sustained community impact across the nation is the 2008 CLC.

## Audience

The 2008 CLC will bring together more than 1,700 influential community leaders representing business, government, education, labor, non-profit and faith communities.

## Brand Association

The association of an underwriter's brand with the United Way CLC demonstrates support of the United Way movement to improve communities and its work in improving the lives of people nationwide. The chart below details the online and on-site benefits at the 2008 CLC.

Level	Benefits
<b>Platinum Supporter</b> <b>\$50,000</b>	<p><b>Most prominent positioning as Conference supporter</b></p> <ul style="list-style-type: none"> <li>Platinum recognition at one other 2008 national United Way conference: Inclusion Roundtable or Brand Forum</li> <li>Thank you acknowledging commitment made by United Way leadership during a general session</li> <li>Industry-exclusivity for Platinum-level</li> <li>First option to have a proprietary conference feature as "brought to CLC by (Organization)" through your support</li> <li>Opportunity to host a reception or hospitality suite and ability to market this event to attendees (1 pre-conference communication, 1 on-site communication, 1 post-conference communication) (cost of reception at underwriter's expense)</li> <li>Opportunity to exhibit in a premium area</li> <li>Company materials/collateral inclusion in attendee satchels (note: materials must be provided to United Way 1-month in advance of conference to guarantee inclusion in satchels)</li> <li>Organization logo with Platinum level designation displayed on multimedia screens before and after each general session</li> <li>Most prominent signage throughout conference area and host city event</li> <li>Most prominent recognition in conference program</li> <li>Most prominent logo with hotlink on conference website</li> <li>10 complimentary registrations</li> </ul>



<b>Gold Supporter</b> <b>\$25,000</b>	• Thank you acknowledging commitment made by United Way leadership during a general session
	• Industry-exclusivity for Gold-level
	• Second option to have a proprietary conference feature as “brought to CLC by (Organization)” through your support
	• Opportunity to host a reception or hospitality suite and ability to market this event to attendees (1 pre-conference communication, 1 on-site communication, 1 post-conference communication) (cost of reception at underwriter’s expense)
	• Opportunity to exhibit in a premium area
	• Company materials/collateral inclusion in attendee satchels (note: materials must be provided to United Way 1-month in advance of conference to guarantee inclusion in satchels)
	• Organization logo with Gold level designation displayed on multimedia screens before and after each general session
	• Prominent signage throughout conference area and host city event
	• Prominent recognition in conference program
	• Prominent logo with hotlink on conference website
	• 5 complimentary registrations
<b>Silver Supporter</b> <b>\$10,000</b>	• Opportunity to have a proprietary conference feature as “brought to CLC by (Organization)” through your support
	• Opportunity to host a reception or hospitality suite and ability to market this event to attendees (1 pre-conference communication, 1 on-site communication, 1 post-conference communication) (cost of reception at underwriter’s expense)
	• Opportunity to exhibit in a premium area
	• Company materials/collateral inclusion in attendee satchels (note: materials must be provided to United Way 1-month in advance of conference to guarantee inclusion in satchels)
	• Organization logo with Silver level designation displayed on multimedia screens before and after each general session
	• Signage throughout conference area and host city event
	• Recognition in conference program
	• Logo with hotlink on conference website
	• 3 complimentary registrations
<b>Bronze Supporter</b> <b>\$5,000</b>	• Opportunity to exhibit in a premium area
	• Company materials/collateral inclusion in attendee satchels (note: materials must be provided to United Way 1-month in advance of conference to guarantee inclusion in satchels)
	• Company logo with Bronze level designation displayed on multimedia screens before and after each general session
	• Signage throughout conference area and host city event
	• Recognition in conference program
	• Logo with hotlink on conference website
	• 1 complimentary registration

Other underwriting opportunities are available including elite recognition for underwriting an awards reception/dinner, other meal functions and keynote speakers. Contact us for more information.

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