



United Way  
of the Mohawk Valley

**2025 “Live United” Honoree Recognition Breakfast Sponsorship Proposal**  
**May 6<sup>th</sup>, 2025, 8:30am to 10:00am**  
**Five Points Public House and Events Center**  
**Irish Cultural Center**  
**623-601 Columbia St, Utica, NY 13502**

United Way of the Mohawk Valley presents our inaugural “Live United” Honoree Recognition Breakfast sponsorship opportunities highlighting co-branded marketing initiatives.

Please join us as we celebrate eight individuals/organizations that have made a significant impact on improving quality of life in the Mohawk Valley.

- Mohawk Valley Community Leader of the Year – **Oneida County Executive Antony J. Picente, Jr.**
- United Way of the Mohawk Valley Board Member of the Year – **United Way of the Mohawk Valley Board of Directors President, Matt Nicholl**
- United Way of the Mohawk Valley Volunteer of the Year – **Yuliya Karpov, NBT Insurance, Member of UWMV Community Engagement Committee**
- United Way of the Mohawk Valley Funded Partner of the Year – **Catholic Charities of Herkimer**
- Mohawk Valley Businessperson of the Year - **Kari Puleo – Utica Chamber of Commerce**
- Mohawk Valley Community Hero of the Year - **AFCME Local 1088 at DPW Rome**
- United Way of the Mohawk Valley Corporate Partner of the Year/Workplace Campaign – **Utica National Insurance**
- United Way of the Mohawk Valley Communications/Media Partner of the Year - **Roser Communications**

United Way’s mission is to create a thriving community in the Mohawk Valley. Thanks to donors and partners like you, we create solutions to meet our area’s toughest challenges. Together, we can continue to move the Mohawk Valley forward.

The deadline to secure sponsorship to receive benefits is April 15, 2025. Benefits will be adjusted according to the sponsorship agreement date.

**Please contact Jack Pflanz at [JackP@UnitedWayMV.org](mailto:JackP@UnitedWayMV.org) to secure your sponsorship.**

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**“LIVE UNITED” HONOREE RECOGNITION BREAKFAST**

*See details below for full volunteer project details and marketing benefits.*

- Platinum Level presenting Sponsor: \$15,000
- Gold Level Sponsor: \$ 10,000
- Silver Level Sponsor: \$7,500
- Bronze Level Sponsor: \$5,000
- Live United Sponsor \$1,000
- In-Kind Sponsor

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The United Way of the Mohawk Valley will be recognizing community and business leaders on May 6<sup>th</sup>, 2025, to raise funds to support health, education, and financial stability in the Mohawk Valley. *(Deadline April 22nd, 2025.) Sponsor benefits will be adjusted to the time of signed agreement.*

**PLATINUM LEVEL PRESENTING SPONSORS: \$15,000**

- 8 tickets to the United Way Honoree Breakfast
- Premiere logo placement on the event run of show/agenda.
- Premier logo placement on the UWMV Honoree Breakfast landing page of United Way MV website.
- Elite placement of a company banner to be displayed near the presentation podium/stage.
- Premier logo placement/name mentioned and tagged (on platforms where able) in 10 social media posts promoting the Honoree Breakfast.
- Premier logo placement/mention in four mass emails sent via Constant Contact.
- Company mentioned in a minimum of 3 of the press releases and 1 media advisory with a quote from the company representative. The press release and media advisory will be shared with 50 local/regional news media contacts and with over 25 local/regional news outlets and included on the news page of United Way MV’s website.
- Company representative invited to participate in social media live interviews on Facebook and Instagram on the day of the event.
- Company name mentioned or logo placement (where able) on ticket sales page.
- Opportunity to provide 2 staff members in company attire to volunteer at an informational table and sell 50-50 tickets.
- Opportunity to provide a guest for interview on a United Way podcast.

**GOLD LEVEL SPONSORS: \$10,000**

- Five tickets to the United Way Honoree Recognition Breakfast.
- Company logo placement on the UWMV Honoree Breakfast landing page of United Way MV website.
- Placement of a company banner to be displayed near the presentation podium/stage.
- Premier logo placement/name mentioned and tagged (on platforms where able) in 5 social media posts promoting the Honoree Breakfast.
- Company mentioned in a minimum of two press releases and 1 media advisory with a quote from the company representative. with 50 local/regional news media contacts and with over 25 local/regional news outlets and included on the news page of United Way MV’s website.
- Logo placement/mention in two mass emails via Constant Contact promoting the Honoree Breakfast.

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- Opportunity to provide one staff member in company attire to volunteer at an informational table and sell 50-50 tickets.

**SILVER LEVEL SPONSORS: \$7,500**

- Three tickets to the United Way Honoree Breakfast.
- Company logo placement on the UWMV Honoree Breakfast landing page of the United Way MV website.
- Placement of a company banner to be displayed near the presentation podium/stage. Premier logo placement/name mentioned and tagged (on platforms where able) in 3 social media posts promoting the Honoree Breakfast.
- Company mentioned in one press release. The press release and media advisory will be shared with 50 local/regional news media contacts and with over 25 local/regional news outlets and included on the news page of United Way MV’s website.
- Company name mentioned on ticket sales page.
- Opportunity to provide one staff volunteer in company attire to assist with 50-50 ticket sales.

**BRONZE LEVEL SPONSORS: \$ 5,000**

- Company name on Honoree Breakfast landing page of United Way MV website.
- Placement of a company banner to be displayed near the presentation podium/stage. Logo placement/name mentioned and tagged (on platforms where able) in one social media post promoting the Honoree
- Company name mentioned in a press release.

**Live United Sponsor: \$1,000**

- Company name and mention and tagged (on platforms where able) in at least one social media post promoting the Honoree Breakfast.
- Company name mentioned in a press release

**HONORABLE MENTION IN-KIND SPONSORS**

**Minimum \$250 value**

- Company name listed on event landing page on United Way MV’s website.
- Company name mentioned in press release.
- Other benefits will be determined based on value/cost of in-kind product/labor.

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## **Return on Investment**

- Social Media Audience
  - Facebook 4,000 followers
  - Twitter 1,325 followers
  - Instagram 1,163 followers
  - LinkedIn 770 connections.
- Constant Contact Email Audience
  - Approximately 9,500 United Way supporters
- News Media Outreach
  - More than 25 local/regional news outlets
  - Approximately 50 media contacts
- Media Interviews to be requested
  - WKTV News Talk
  - WUTR Joe Kelly Show
  - Roser Communications WUTQ Talk of the Town, Bug Country, KISS 102.5
  - Town Square Media – WIBX 950 AM
  - Galaxy Media – Mix 102.5
  - Utica Phoenix Radio – Media Monday Hot Seat
  - Rome Daily Sentinel
  - Utica Observer Dispatch
  - Herkimer Telegraph
  - Central New York Business Journal
- Business Marketing Organizations
  - Utica Chamber of Commerce
  - Rome Chamber of Commerce
  - Herkimer Chamber of Commerce

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## **United Way of the Mohawk Valley Impact Stories**

Have you ever wondered exactly how your contributions help people in the Mohawk Valley? These are just some examples of how your donations make a difference in the lives of our communities.

### ***Finding Emergency Shelter in a Crisis***

- ❖ *When a fire destroyed a client’s home, she and her two young children were left with nowhere to go. Overwhelmed and unsure of what to do, she called 2-1-1 Mid-York. A caring specialist quickly connected her with local emergency shelters and programs that provided clothing, meals, and additional financial assistance. Within hours, she and her children were safe in temporary housing. Client stated, “I didn’t know where to start, but 2-1-1 guided me every step of the way.”*

### ***Connecting Seniors to Vital Services***

- ❖ *An elderly client living alone had been struggling to afford her medication and groceries. A friend recommended she call 2-1-1 Mid-York. The specialist listened to her situation and connected her with a local food pantry, a prescription assistance program, and a senior center that offered free transportation. Client stated, “One call changed everything, I’m no longer choosing between food and medicine.”*

### ***Helping Families Navigate a Natural Disaster***

- ❖ *When a tornado tore through Oneida County, a client and her family’s home was severely damaged, leaving them without power, shelter, or essential supplies. Unsure where to turn, they called 2-1-1 Mid-York. The disaster trained specialists quickly connected them with a nearby center, clean-up resources, and organizations offering financial aid for home repairs. Client stated, “2-1-1 was a lifeline during the tornado, they made sure we had shelter, food, and the support we needed to start rebuilding our lives.”*

### ***Mental Health Support for a College Student***

- ❖ *After experiencing anxiety and depression, a client didn’t know where to turn for help. She heard about 2-1-1 Mid-York and made the call. The specialist connected her with a free counseling program on campus and a 24/7 crisis text line. Client stated, “That call made me feel seen and supported.”*

### ***Supporting Parents of Children with Special Needs***

❖

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- ❖ *A client with a special needs child was overwhelmed by the cost and complexity of finding support. A call to 2-1-1 Mid-York changed everything. The specialists connected them with early intervention services, financial aid for therapy, and a local parent support group. Clients stated, “We felt lost before calling 2-1-1. Now we have a network of resources and people who understand.”*

**Assisting a Veteran in Need**

- ❖ *A local veteran had fallen behind on rent and was at risk of eviction. He called 2-1-1 Mid-York and was connected to a program offering rental assistance specifically for veterans. The specialist also referred him to a career center that helped him update his resume and find a new job. Client stated, “I didn’t think anyone would care about my situation, but 2-1-1 proved me wrong.”*

**Breaking Barriers to Healthcare Access:**

- ❖ *A single mother in Oneida County faced a tough choice between paying for transportation or skipping her child’s doctor appointment. Without a car and limited public transit options, she was referred to the Ride United Transportation program by a local health clinic. Using the concierge service, she scheduled a Lyft ride to the appointment. Not only was her child able to receive needed medical care, but she also discovered additional health resources through United Way’s network. She shared “This program saved me from missing a critical appointment and gave me peace of mind.”*

**Empowering Job Seekers:**

- ❖ *A resident of Herkimer County had been unemployed for months due to a lack of reliable transportation. When he secured an interview for a promising position, he worried about how he’d get there. His case manager connected him to the Ride United program. With a Lyft ride provided through the program, he not only attended the interview but landed the job. Client stated, “I’ve started my new role, and I can finally provide for my family again.”*

**Providing Independence for Seniors:**

- ❖ *A 72-year-old widow in Madison County felt isolated without transportation to her weekly grocery store trips and medical appointments. Her senior center introduced her to Ride United. With scheduled rides through the concierge service, she regained her independence. Client stated, “I can take care of myself again without relying on my neighbors for every little thing.”*





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***Supporting Students and Education:***

- ❖ *A first-year college student in Oneida County, struggled to balance her studies while working a part-time job to make ends meet. When her car broke down, she feared missing important classes and work shifts. A counselor at her college referred her to Ride United, which provided Lyft rides to campus and work until her car was repaired. Client stated, “I was so close to giving up, but this program kept me on track.”*

***Access to Essential Services:***

- ❖ *An individual experiencing homelessness in Oneida County, had been homeless for over a year, sleeping in shelters and on the streets. Despite his determination to turn his life around, he struggled to access the resources he needed. When he learned about a local housing program that could help him secure an apartment, he was excited, but he faced a major obstacle, he had no way to get to his intake appointment. A case worker referred him to the Ride United Transportation program. Through our service he was able to receive a Lyft ride to the housing agency. During his appointment he was approved for housing. Within weeks he was able to receive rides to sign off on a lease. Client stated, “The Lyft rides were a turning point for me. Without it I wouldn’t have been able to get into the program or find a place to live. I am now able to rebuild my life and look forward to a brighter future.”*

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