

**United Way of Greater Mercer County
Board of Directors
Invites You to**



**Tuesday, April 25, 2023
5:00 to 7:30 pm**

**Social Profit Center at Mill One
1 N. Johnston Avenue
Hamilton, NJ 08609**

About the Celebration:

United Way of Greater Mercer County (UWGMC) Board of Directors will host its 3rd annual United in Impact Awards on Tuesday, April 25, 2023. The event will be in person from 5:00 PM - 7:30 PM at the Social Profit Center at Mill One.

The annual event celebrates community champions who demonstrate leadership, passion, and a commitment to a thriving and equitable community, which aligns with UWGMC's core values.

Proceeds from the event will directly provide food, rental and utility assistance, health insurance access, tax preparation services, financial coaching, college planning and other resources to help individuals and families get ahead. There are over 66,000 families in Mercer County struggling to make ends meet.

For more information on United Way of Greater Mercer County's initiatives and impact, please visit: www.uwgmc.org

Meet the Mistress of Ceremony:



Verlina Reynolds-Jackson, Assemblywoman

New Jersey Legislative District #15

“Life's most persistent and urgent question is, What are you doing for others” -Martin Luther King, Jr.

Assemblywoman Verlina Reynolds-Jackson is a product of the Trenton public school system and has obtained advance degrees from Trenton State College/The College of New Jersey, Central Michigan University. Her career as a Social Worker coupled with a commitment to public service led her to the elected position of East Ward Councilwoman, where she became the 1st African American female to serve in that position and Council Vice-President where she legislated laws for the City of Trenton. Assemblywoman Reynolds-Jackson proudly served 7 ½ years on City Council before being elected to fill the vacant New Jersey Assembly seat in the 15th Legislative District.

Ms. Reynolds-Jackson is currently serving her 3rd term in the New Jersey Assembly and has ascended to Senior Leadership where she serves as Constituent Outreach Chair and Vice-Chairwoman of the Assembly Commerce and Economic Development Committee. The Assemblywoman also serves as a Commissioner on the State of New Jersey Martin Luther King, Jr. Commission, the Amistad Commission and is Vice Chair of the New Jersey Legislative Black Caucus.

2023 Awardees:

- ❖ **Live United Corporate Award:** Recognizes the corporate and personal commitment to building a stronger, equitable, and thriving community.

Bristol Myers Squibb

- ❖ **Community Quarterback Award:** Recognizes an individual who has shown true leadership, dedication, and passion for helping the community.

**Kemi Alli, M.D. Chief Executive Officer
Henry J. Austin Health Center (HJAHC)**

- ❖ **Advocate Award:** Recognizes an individual that embodies UWGMC's mission and champions equity and access in their everyday life.

Stanley N. Katz

**Lecturer with rank of Professor of Public and International Affairs;
Director, Center for Arts and Cultural Policy Studies
at Princeton University**

Awarded the National Humanities Medal by President Barack Obama

- ❖ **The Eugene Marsh Community Impact Award:** Recognizes an individual or group who exemplifies Eugene Marsh's commitment to mental health, veterans, diversity, and anti-racism and who give back to the community. The awardee also personifies Eugene Marsh's three core values: Caring, Respect, and Responsibility.

Craig Kramer

**Mental Health Ambassador and Chair (Retired)
Global Campaign for Mental Health, in Neuroscience External Affairs
at Janssen R&D, a Johnson & Johnson Company**



Sponsorship Opportunities

Gateway Sponsor \$15,000

- Brief remarks during the celebration event
- Full screen digital ad
- Inclusion in UWGMC's social media for the event (Facebook, Twitter, Instagram, and LinkedIn)
- Recognition at sponsor level on reception signage
- Recognition at sponsor level in UWGMC's Annual Report
- Press release acknowledgment
- Table for ten (10) to the celebration event
- Opportunity to distribute collaterals/giveaways at two (2) UWGMC events
- Co-branding on program communications (e.g. flyers, website)
- Membership to United Way' Tocqueville Society (national benefits)
- Feature article in one (1) monthly e-newsletter
- Listing under Caring Corporations on UWGMC website
- Logo Placement on UWGMC website (1 year)

Tocqueville Sponsor \$10,000

- Full screen digital ad
- Inclusion in UWGMC's social media for the event (Facebook, Twitter, Instagram, and LinkedIn)
- Recognition at sponsor level on reception signage
- Recognition at sponsor level in UWGMC's Annual Report
- Press release acknowledgment
- Table for ten (10) to the celebration event
- Opportunity to distribute collaterals/giveaways at one (1) UWGMC event
- Co-branding on program communications (e.g. flyers, website)
- Membership to United Way' Tocqueville Society (national benefits)
- Feature article in one (1) monthly e-newsletter
- Listing under Caring Corporations on UWGMC website
- Logo Placement on UWGMC website – one (1) year

Visionary Sponsor \$7,500

- Full screen digital ad
- Inclusion in UWGMC's social media for the event (Facebook, Twitter, Instagram, and LinkedIn)
- Recognition at sponsor level on reception signage
- Recognition at sponsor level in UWGMC's Annual Report
- Press release acknowledgment
- Table for ten (10) to the celebration event
- Feature article in one (1) monthly e-newsletter
- Listing under Caring Corporations on UWGMC website
- Logo Placement on UWGMC website – one (1) year

Champion Sponsor \$5,000

- Full screen digital ad
- Inclusion in UWGMC's social media for the event (Facebook, Twitter, Instagram, and LinkedIn)
- Recognition at sponsor level on reception signage
- Recognition at sponsor level in UWGMC's Annual Report
- Press release acknowledgment
- Table for ten (10) to the celebration event
- Listing under Caring Corporations on UWGMC website
- Logo Placement on UWGMC website – one (1) year

Partner Sponsor \$2,500

- Full screen digital ad
- Inclusion in UWGMC's social media for the event (Facebook, Twitter, Instagram, and LinkedIn)
- Recognition at sponsor level on reception signage
- Recognition at sponsor level in UWGMC's Annual Report
- Five (5) complimentary tickets to the celebration event
- Listing under Caring Corporations on UWGMC website

Devotee Sponsor \$1,250

- Full screen digital ad
- Inclusion in UWGMC's social media for the event (Facebook, Twitter, Instagram, and LinkedIn)
- Recognition at sponsor level on reception signage
- Recognition at sponsor level in UWGMC's Annual Report
- Two (2) complimentary tickets to the celebration event
- Listing under Caring Corporations on UWGMC website

Table Only \$750

- Table for ten (10) to the celebration event

Individual Ticket(s)

- Cost per ticket is \$75.00

Digital Advertising Only \$220

Ads will be displayed during the event and on the UWGMC website page.

The artwork will appear as submitted. To ensure the best quality, please provide a digital file following the below guidelines:

- Dimensions: 7.5" wide x 4.75" tall
- Files should be in full-color CMYK
- Do not include any printer marks, such as bleeds or trims, and turn all fonts into outlines
- Press quality (300dpi) .jpg, .png, or PDF file

PLEASE SUBMIT ARTWORK TO JESSICA.FIGUEROA@UWGMC.ORG

BY APRIL 17, 2023.

Pledge Information

Yes, I would like to sponsor the 3rd Annual United in Impact Awards.

Check is enclosed (make payable to "*United Way of Greater Mercer County*")

I wish to pay via credit card:

Credit Card Type: _____

Credit Card Number: _____

Expiration Date: _____ 3 Digit Security #: _____

I wish to discuss sponsorship in greater details. Please contact me at

For questions or to customize sponsorship package, please email: Sandra.Toussaint@uwgmc.org.

THANK YOU FOR YOUR SUPPORT!