SPONSOR AND CELEBRATE THE
11TH ANNIVERSARY OF UNITED WAY’S COMMUNITY BABY SHOWER

GIFT DISTRIBUTION: SATURDAY, MAY 8TH, 2021
LOCATIONS THROUGHOUT GREATER BOSTON, THE NORTH SHORE, MERRIMACK VALLEY, GREATER ATTLEBORO AND THE GREATER SEACOAST

VIRTUAL SHOWERS: MAY 10TH — MAY 14TH

Even before the pandemic, 1 in 3 families in our community struggled to provide basic necessities for their baby. With skyrocketing unemployment, hundreds of thousands at risk of eviction and food insecurity hitting record levels, this number only continues to rise.

Join us as we come together to support hundreds of new and expectant parents for United Way’s 11th Annual Community Baby Shower! While the format will be different, the need is greater than ever and we need your support to reach more families than ever before. This year, the Community Baby Shower is expanding throughout our footprint to reach families across Greater Boston, the North Shore, Merrimack Valley, Attleboro and the Greater Seacoast. But we need your help!

The Community Baby Shower is hosted each year by Women United, a philanthropic group of local women executives and leaders representing hundreds of companies throughout the region. Your sponsorship of this event demonstrates a commitment to United Way’s work while offering an exclusive opportunity for visibility.

Please see the back of this sheet for information on sponsorship levels and benefits.
The Community Baby Shower is an outstanding opportunity for your company to support families in need and the youngest members of our community. Inspired to do more? Reach out to explore ongoing volunteer engagement opportunities throughout the year.

**Sponsorship Levels**

**PRESENTING SPONSOR**
**$25,000**
Provides 250 families with a $100 Visa gift card and access to essential items and family resources from diapers and wipes to support services that promote the health and development of their newborns

- Prominent branding on event collateral
- Prominent logo on all e-communications
- Prominent logo on event webpage
- Prominent recognition at virtual event
- Prominent social media recognition
- Seat on the Community Baby Shower Planning Committee
- Virtual volunteer/engagement opportunity
- Acknowledgement in press releases across the region
- Premier sponsor recognition at "The MOMologues presented by Women United in support of United Way's Community Baby Shower."
- 10 tickets
- Women United recognition
  - Logo and link on Women United webpage
  - 20 guests at Women United Signature Event
  - Logo inclusion on pre-event and post-event e-communication
  - Logo inclusion in event slideshow
  - Social media exposure

**CHILD SPONSOR**
**$10,000**
Provides 100 families with a $100 Visa gift card and access to essential items and family resources from diapers and wipes to support services that promote the health and development of their newborns

- Prominent branding on event collateral
- Company logo on all e-communications
- Company logo on event webpage
- Prominent recognition at virtual event
- Social media recognition
- Virtual volunteer/engagement opportunity
- Sponsor recognition at "The MOMologues presented by Women United in support of United Way's Community Baby Shower."
- 4 tickets
- Women United recognition
  - Logo and link on Women United webpage
  - 10 guests at Women United Signature Event
  - Logo inclusion on pre-event and post-event e-communication
  - Logo inclusion in event slideshow
  - Social media exposure

**TODDLER SPONSOR**
**$5,000**
Provides 50 families with a $100 Visa gift card and access to essential items and family resources from diapers and wipes to support services that promote the health and development of their newborns

- Company logo on all e-communications
- Company logo on event webpage
- Company recognition at virtual event
- Social media recognition
- Virtual volunteer/engagement opportunity
- Women United recognition
  - Logo and link on Women United webpage
  - 10 guests at Women United Signature Event
  - Logo inclusion on pre-event and post-event e-communication
  - Logo inclusion in event slideshow
  - Social media exposure

**NEWBORN SPONSOR**
**$2,500**
provides 25 families with a $100 Visa gift card and access to essential items and family resources from diapers and wipes to support services that promote the health and development of their newborns

- Company logo on post-event e-communications
- Company recognition at virtual event

**Thank you to last year’s sponsors**

**PNC BANK**

**MISSION HILL POST #327**

**Wegmans**

**Custom and Dual Sponsorship Opportunities**
To discover how your company can support more than one of United Way's signature events—Community Baby Shower and Thanksgiving Project—please contact:

**Dahlia Cox** at DBCox@supportunitedway.org or 617.624.8032.

For more information please contact: **Neuvia Wallace-Davis**, Assistant Vice President of Individual Giving at nwallace-davis@supportunitedway.org or 617.624.8045.

**United Way of Massachusetts Bay and Merrimack Valley**
**UnitedWayMassBay.org**