

# United Way's 8<sup>th</sup> annual *Imagine Gala* benefit

Wednesday, June 5, 2024 | 6:00 pm - 9:00 pm | Brae Burn Country Club, Purchase

Join us as a sponsor!

All proceeds directly support United Way of Westchester and Putnam

## *Spirit of Caring* honorees

Annually, we come together in the *spirit of caring* to recognize exceptional contributors who steadfastly support ongoing efforts, making a meaningful difference in the lives of those in need. This benefit also serves as a crucial platform for raising funds dedicated to supporting United Way's programs and resources that help individuals in need within our community. This year, we celebrate the philanthropic commitment and community leadership of notable and deserving honorees: Nancy & Frank Pierson, M&T Bank, and Empire City by MGM Resorts.

Chairman's  
Award

Nancy & Frank  
**Pierson**

Corporate  
Citizenship Award

**M&T Bank**

Community  
Service Award

**EMPIRE CITY**  
CASINO  
BY MGM RESORTS

For decades, community volunteers **Nancy and Frank Pierson** have quietly shared their time, talent, and treasure by supporting local nonprofits focused on education, children, humanitarian, and disaster relief, as well as the alleviation of poverty. In 2018, through their foresight and generosity, United Way was able to add texting capabilities to its 211 Helpline platform, significantly expanding services and outreach to those in need in our community.

Through close collaboration with local nonprofits, **M&T Bank** is dedicated to enhancing the quality of life for its customers, employees, and neighbors. Over the years, M&T has provided financial support, volunteerism, and in-kind services to fortify our community, with a focus on civic, cultural, and health and human services. M&T actively encourages others to join in supporting healthy communities.

**Empire City Casino** has long been part of the fabric of surrounding communities, with a commitment to philanthropy that has deepened under the ownership of MGM Resorts. Their investments in local public education, food insecurity and workforce development programs create positive impact for residents, employees, and businesses alike. Notably, MGM Resorts doubled wages for Empire City employees to ensure family-sustaining compensation, now paying the highest wages in the industry nationwide.

**United Way  
of Westchester and Putnam**

[uwwp.org/Gala](http://uwwp.org/Gala) | EIN: 13-1997636




# United Way's 8<sup>th</sup> annual *Imagine Gala* *benefit*

Wednesday, June 5, 2024 | 6:00 pm - 9:00 pm | Brae Burn Country Club, Purchase

## *Fact* sheet

In its eighth year, the Imagine Gala celebrates philanthropy and community leadership, and recognizing notable honorees. By becoming a Corporate Sponsor of this high-profile event, you will lend important support to our shared community, and bring your business to the attention of over 300 community and business leaders. The evening includes a cocktail reception, auction, dinner, paddle raise, the program, and awards.

<b>Location:</b>	Brae Burn Country Club — Purchase, NY
<b>Date:</b>	Wednesday, June 5, 2024
<b>Time:</b>	6:00 pm - 9:00 pm
<b>Ticket Price:</b>	Event Sponsorships — \$25,000, \$10,000, \$5,000, \$3,250 Benefactor Tables — \$10,000, \$7,000, \$4,250 Individual Tickets — \$450
<b>Co-Chair Committee:</b>	Barbara and H. Rodgin Cohen   Jean Marie Connolly Elizabeth Bracken-Thompson   Leslie Lampert
<b>Media Sponsor:</b>	
<b>Audience:</b>	Approximately 300 attendees are mostly 35 years of ages and older
<b>Event information:</b>	Fundraising event for United Way of Westchester and Putnam. This year our honorees are: Frank & Nancy Pierson, M&T Bank, and Empire City by MGM Resorts.
<b>Attire:</b>	Festive
<b>Event Inquires:</b>	For event questions, please contact Laurie Noel, Development Associate, at lnoel@uwwp.org or (914) 688-1740.

# United Way's 8<sup>th</sup> annual *Imagine Gala* *benefit*

Wednesday, June 5, 2024 | 6:00 pm - 9:00 pm | Brae Burn Country Club, Purchase

## Marketing & promotions

Our comprehensive marketing strategy, featuring personalized mailed invitations, an extensive email campaign reaching over 11,000 subscribers, engaging social media posts and stories, community calendar highlights, and on-site event signage. Elevating our reach, our strategic partnership with Westfair ensures broad exposure, leveraging their impressive weekly readership exceeding 150,000.

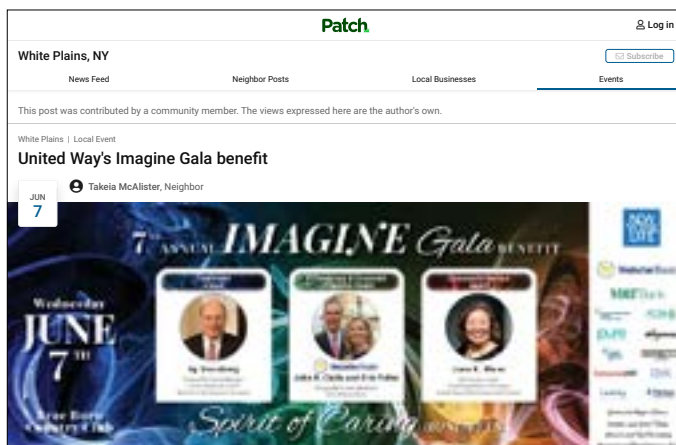
### Social Media



### Eblasts



### Community Calendars



# United Way's 8<sup>th</sup> annual *Imagine Gala* *benefit*

Wednesday, June 5, 2024 | 6:00 pm - 9:00 pm | Brae Burn Country Club, Purchase

## *Photo* gallery



The ballroom was filled to capacity for the 7<sup>th</sup> annual 2023 Gala, where community and business leaders gathered to celebrate our distinguished honorees and the impactful work made by the United Way of Westchester and Putnam.



# United Way's 8<sup>th</sup> annual *Imagine Gala* *benefit*

Wednesday, June 5, 2024 | 6:00 pm - 9:00 pm | Brae Burn Country Club, Purchase

## *Sponsorship* levels

### Presenting Sponsor

**\$25,000**

- Preferred seating for 20
- Pinnacle placement of Full-Page color ad in event program
- Podium recognition and speaking opportunity
- Social media spotlight posts/articles
- Inclusion in all pre-and post-event publicity
- Logo and acknowledgment as event "presenting sponsor" on all promotional materials and on display at the event
- Website attribution/link to company page
- Plaque recognition
- Logo on step and repeat
- Logo on auction bid sheets

### Gold Sponsor

**\$10,000**

- Preferred seating for 12
- Premier placement of Full-Page color ad in event program
- Podium recognition
- Social media spotlight posts/articles
- Inclusion in all pre-and post-event publicity
- Logo and acknowledgment as event sponsor on display at event
- Website attribution/link to company page
- Plaque recognition

### Silver Sponsor

**\$5,000**

- Seating for 10
- Full-Page black & white ad in event program
- Social media & e-newsletter recognition
- Logo and acknowledgment as event sponsor on display at event
- Inclusion in pre-and post-event publicity (logo included based on ad specs)
- Website attribution/link to company page

### Bronze Sponsor

**\$3,250**

- Seating for 5 (Half Table)
- Half-Page black & white ad in event program
- Social media & e-newsletter recognition
- Logo and acknowledgment as event sponsor on display at event
- Inclusion in pre-and post-event publicity (logo included based on ad specs)
- Website attribution/link to company page

# United Way's 8<sup>th</sup> annual *Imagine Gala* benefit

Wednesday, June 5, 2024 | 6:00 pm - 9:00 pm | Brae Burn Country Club, Purchase

## *Sponsorship* form

### Sponsorship Level

- |  |          |                                      |         |
|--|----------|--------------------------------------|---------|
| <input type="radio"/> Presenting Sponsor | \$25,000 | <input type="radio"/> Silver Sponsor | \$5,000 |
| <input type="radio"/> Gold Sponsor       | \$10,000 | <input type="radio"/> Bronze Sponsor | \$3,250 |

### Contact Information

.....  
Name

.....  
Billing Address

.....  
City

.....  
State                      Zip Code

.....  
Phone

.....  
Email

### Organization Information

.....  
Organization

.....  
Website

/ /  
Facebook                      Instagram

/ /  
Twitter                      LinkedIn

### Questions

For event questions, please contact Laurie Noel, Development Associate, at lnoel@uwwp.org or (914) 688-1740.

### Advertising Specification

#### Organization Logo

- SVG (preferred), PNG, JPG

#### Journal AD

- Please submit Press Ready PDFs with a .125 bleed (preferred) OR submit a PNG, JPG, by 5/10/24.
- Full-Page Dimensions (5"W x 8"H)
- Half-Page Dimensions (5"W x 4"H)

### Check Enclosed, Payable to:

United Way of Westchester and Putnam  
336 Central Park Avenue  
White Plains, NY 10606

### Credit Card:

.....  
Name on Card

.....  
Card Number

.....  
Expiration                      CVC

.....  
Signature                      Date

# United Way's 8<sup>th</sup> annual *Imagine Gala* benefit

Wednesday, June 5, 2024 | 6:00 pm - 9:00 pm | Brae Burn Country Club, Purchase

## Corporate & Tribute Ad form

### Journal Ads

<input type="radio"/> Back Cover (Color)	\$2,000	<input type="radio"/> Half-Page (Color)	\$750
<input type="radio"/> Full-Page (Color)	\$1,500	<input type="radio"/> Half-Page (B&W)	\$500
<input type="radio"/> Full-Page (B&W)	\$1,000	<input type="radio"/> Quarter-Page (B&W)	\$375

### Contact Information

.....  
Name

.....  
Organization

.....  
Phone

.....  
Email

### Organization Information

.....  
Billing Address

.....  
City

.....  
State

.....  
Zip Code

### Questions

For event questions, please contact Laurie Noel, Development Associate, at [lnoe@uwwp.org](mailto:lnoe@uwwp.org) or (914) 688-1740.

### Advertising Specification

#### Organization Logo

- SVG (preferred), PNG, JPG

#### Journal AD

- Please submit Press Ready PDFs with a .125 bleed (preferred) OR submit a PNG, JPG, by 5/10/24.
- Full-Page Dimensions (5"W x 8"H)
- Half-Page Dimensions (5"W x 4"H)

### Check Enclosed, Payable to:

United Way of Westchester and Putnam  
336 Central Park Avenue  
White Plains, NY 10606

### Credit Card:

.....  
Name on Card

.....  
Card Number

.....  
Expiration

.....  
CVC

.....  
Signature

.....  
Date



# Silent Auction Donation Form

United Way's 8<sup>th</sup> Annual: Imagine Gala Benefit  
Wednesday, June 5, 2024 | Brae Burn Country Club, Purchase

For questions, please contact Laurie Noel, Development Associate, at [lnoe1@uwwp.org](mailto:lnoe1@uwwp.org) or (914) 688-1740.

## Donor Information

.....  
Name

.....  
Organization

.....  
Title

.....  
Address

.....  
Email

.....  
City

.....  
Phone

.....  
State

.....  
Zip Code

## Recognition Preference

.....  
As it should be listed in printed materials

☐

I would like to remain anonymous

## Current Fair Market Value

\$

.....  
A \$250 minimum value is preferred.

## Product Donation/Description

.....  
.....  
.....  
.....

## Restrictions

.....  
Please list any restrictions, expiration date, blackout dates, etc.

## Please sign and date to confirm donation

.....  
Donor Signature

.....  
Date

**Thank you for your donation.**

**Kindly send the donated item(s) on/before Friday, May 17, 2024, to:**

United Way of Westchester and Putnam | 336 Central Park Avenue, White Plains, NY 10606

**United Way  
of Westchester and Putnam**

[uwwp.org/Gala](http://uwwp.org/Gala) | EIN: 13-1997636

