

## **Corporate Cornerstone Partners** **United Way of Tompkins County**

Corporate Cornerstone Partners provide the infrastructure upon which UWTC works and serves. This generous and committed group of individuals and employers join together to underwrite UWTC's administrative costs. Their collaborative efforts ensure 100% of all other donation are directed to necessary programs and services.

### **Benefits of Being a Corporate Cornerstone Partner:**

Corporate Cornerstone Partners are recognized in a variety of mediums, sharing that you stand with United Way to help create strong communities in Tompkins County:

1. **UWTC Print Coverage:** CCPs are listed by giving level bracket in our annual report, which is distributed throughout the county to community leaders, donors, funded agencies, and the public at large.
2. **Social Media & Website Coverage:**
  - Each Corporate Cornerstone partner is highlighted on an individual social media post that gives an image from your business, a thank you "shout out," and link to your website
  - Each Corporate Cornerstone partner is listed on our website. Beginning this year, each CCP will also have their logo listed by giving level bracket with a link to your website
3. **E-Newsletter with 4,000+ local subscribers:** CCPs giving at the \$500 or more level will appear on one of our e-newsletters. We stand ready to work with your marketing personnel to determine what you would like to highlight about your business and your "why" for being a CCP and/or what you love about doing business in Tompkins County. We will also consider publishing at a time of year when you want to draw attention to your business for a particular reason. CCPs who give at the Silver and above ranking will be featured; those giving at the Bronze level will be paired with other businesses who occupy a different sector.
4. **UWTC Community Events:** As they occur post-COVID-19, a large "step and repeat" banner is on display at several of our events including "Day of Caring" and our "Annual Celebration," with CCP logos ranked by level of giving.

**Corporate Cornerstone Partner Giving Levels:**

Bronze: \$100 – \$1,499

Silver: \$1,500 – 4,999

Gold: \$5,000 - \$9,999

Diamond: \$10,000 - \$24,999

Diamond Circle: \$25,000 - \$49,999

Platinum: \$50,000+

We appreciate your consideration making a community investment that will produce multi-level returns, strengthen lives, and improve our community! For more information or to continue the CCP discussion, please contact our Chief Administrative Officer Gail Belokur via email at [gbelokur@uwtc.org](mailto:gbelokur@uwtc.org) or via phone at 607.272.6286 EXT. 227