



## **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 and/or social media
  - Each Corporate Cornerstone partner is listed on our website. Each CCP will also have their logo listed by giving level bracket with a link to your website
3. E-Newsletter with 7,600+ local subscribers: We are also happy to include in our newsletters any community impact or resources you make available that align with our human services and impact goals.
4. UWTC Community Events: A large CCP banner similar to the annual report version with logos is on display at several of our events including "Day of Caring," "Youth & Philanthropy/Holiday Soiree," "Day of Action," and our annual "Celebration." During the remainder of the year, the banner is on display at our offices in a public space.

### **Corporate Cornerstone Partner Giving Levels:**

Pearl: \$100 – \$499

Bronze: \$500 – \$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 – \$99,999

Titanium: \$100,000 and above