

# Annual Corporate Partners Program



2019





## Help us support our community!

Adoption Network Cleveland provides an opportunity for your organization or company to maximize your investment and marketing exposure through our Annual Corporate Partners Program.

This exciting program allows your company to receive valuable exposure while helping to make a real difference in the lives of thousands of people each year, helping Adoption Network Cleveland to:

- ▶ Educate potential adoptive parents in the adoption and foster care process.
- ▶ Provide ongoing resources and support for youth, as well as adoptive, kinship and foster families.
- ▶ Match youth in adoptive and kinship families with a caring adult mentor as an additional positive relationship in their lives.
- ▶ Facilitate a safe place where adoptees, birthparents, siblings and adoptive parents can share their thoughts on the impact of adoption, providing a source of healing.

### Partner Benefits\*

One-time annual investment: No additional calls or solicitation letters for the whole year!

Prominent advertising in event materials

Complimentary tickets to our *Annual Creating Futures Benefit and Silent Auction*

Social media exposure

Inclusion in event media promotions

Distribution of corporate giveaways during events

Partner listing in our monthly e-newsletter, *The HUB*

Partner link throughout our website

Tax-deductible donation

\*Benefits will vary based on annual investment level

### Why Become a Partner?

**Meet Your Consumers Desires** 92% of millennials are more likely to purchase from an ethical company involved in corporate philanthropy, and 81% of consumers are more likely to purchase from corporations that are philanthropically active year-round<sup>1</sup>

**Wide Impact of Adoption** Six in 10 Americans personally know someone with a connection to adoption or foster care, including many of your customers and employees

**Return on Investment** Over two decades, there is a 600% ROI for every philanthropic dollar invested by corporations.<sup>2</sup>

**Employee Satisfaction** Multiple studies have shown a significant correlation between family-friendly and adoption-friendly practices and high employee satisfaction. In addition, more than 50% of all U.S. companies provide support for adoption to their employees, including many Fortune 500 companies.<sup>3</sup>

**Recruit Talent** 75% of consumers said they want to work for a company with strong corporate philanthropy.<sup>1</sup>

<sup>1</sup> Aflac Corporate Social Responsibility Survey, Aug-Sep. 2015

<sup>2</sup> Is doing good good for you? How corporate charitable contributions enhance revenue growth, *Strategic Management Journal*, 2/1/10

<sup>3</sup> Dave Thomas Foundation for Adoption



## ADOPTION NETWORK CLEVELAND

# 2019 Corporate Partner Benefits

INVESTMENT LEVEL		Diamond	Platinum	Gold	Silver	Bronze
		\$20,000	\$10,000	\$5,000	\$2,500	\$1,000
CREATING FUTURES BENEFIT (April)		\$10,000 VALUE	\$5,000 VALUE	\$2,500 VALUE	\$1,250 VALUE	\$500 VALUE
Save the Date e-mail	"Presented by" Logo	Logo	Logo	Logo	Logo	Logo
Creating Futures event invitation	"Presented by" Logo	Logo	Logo	Logo	Logo	Name listing
Program ad	Logo on front cover; Ad inside cover	Back cover	Back cover	Full page ad	Half page ad	Name listing
VIP event tickets	10 VIP tickets (\$1,250 value)	8 tickets	6 tickets	4 tickets	4 tickets	2 tickets
Verbal acknowledgement at event	Introduce speakers, 2 bid texts	(2) bid texts	(1) bid text	Yes	Yes	Yes
Multimedia A/V display	Logo included in presentation	Logo	Logo	Logo	Logo	Name listing
Event web page	Logo on event web page	Logo/link	Logo/link	Logo/link	Logo/link	Name listing/link
Press Release sponsor mention	Yes, as "Presenting sponsor"	Yes	Yes	Yes	Yes	Yes
SECONDARY FUNDRAISING EVENT		\$5,000 VALUE	\$2,500 VALUE	\$1,000 VALUE	\$500 VALUE	\$250 VALUE
Invitation postcard/flyers	Prominent Logo on materials	Logo	Logo	Logo	Logo	Name listing
Tickets for event	6 VIP tickets (\$1,500 value)	4 VIP tickets (\$1,000 value)	2 tickets (\$200 value)	2 tickets (\$100 value)	--	--
On-site signage	Prominent logo	Logo	Logo	Logo	Logo	Name listing
Event web page	Logo and link on event web page	Logo/link	Logo/link	Logo/link	Logo/link	Name listing/link
Verbal acknowledgment at event	Yes	Yes	Yes	Yes	Yes	Yes
Press Release sponsor mention	Yes	Yes	Yes	Yes	Yes	Yes
ANNUAL MEETING (Nov.)		\$1,500 VALUE	\$1,000 VALUE	\$500 VALUE	\$250 VALUE	\$125 VALUE
Annual Meeting event invitation	Prominent Logo Display	Logo Display	Logo Display	Logo Display	Logo Display	Name Listing
Annual Meeting program	Prominent Logo Display	Logo Display	Logo Display	Logo Display	Logo Display	Name Listing
AVV display	Prominent Logo Display	Logo Display	Logo Display	Logo Display	Logo Display	Name Listing
E-blasts	Prominent Logo Display	Logo Display	Logo Display	Logo Display	Logo Display	Name Listing
PROMOTIONAL ADVERTISING		\$3,500 VALUE	\$500 VALUE	\$1,000 VALUE	\$500 VALUE	\$125 VALUE
The HUB monthly e-newsletter (8000+)	Prominent Logo Display	Logo display	Logo Display	Logo Display	Logo Display	Name Listing
Listing of Corporate Partners throughout website	Prominent Logo Display/Link	Logo/Link	Logo Display/Link	Logo Display/Link	Logo Display/Link	Name Listing/Link
Listing on collateral materials	Prominent Logo Display/Link	Logo/Link	Logo Display/Link	Logo Display/Link	Logo Display/Link	Name Listing/Link
Facebook (3000+ Likes)	(4) Custom Posts	(2) Custom Posts	(1) Custom Post	(1) Logo and TY Post	(1) Logo and TY Post	Tagged in (1) Post
Twitter (2000+ Followers)	(2) Custom Tweets	(1) Custom Tweet	(1) Logo and TY Tweet	Tagged in (1) Tweet	Tagged in (1) Tweet	Tagged in (1) Post
E-mail marketing	Partner listing on emails	Partner listing	Partner listing	Partner listing	Partner listing	Partner listing
TOTALS		TOTALS	TOTALS	TOTALS	TOTALS	TOTALS
Charitable Contribution Total	\$17,250	\$ 8,200	\$4,200	\$ 800	\$2,000	\$ 800
Meal / Entertainment Total	\$ 2,750	\$ 1,800	\$ 800	\$ 200	\$ 500	\$ 200
Potential Corporate Deduction	\$20,000	\$10,000	\$5,000	\$2,500	\$1,000	



## Corporate Partner Agreement

### 1. Select your investment level:

☐ **Diamond** Level – \$20,000

☐ **Platinum** Level – \$10,000

☐ **Gold** Level – \$5,000

☐ **Silver** Level – \$2,500

☐ **Bronze** Level – \$1,000

### 2. Complete the following:

CONTACT NAME: \_\_\_\_\_ TITLE: \_\_\_\_\_

COMPANY: \_\_\_\_\_

(Please write company name as it should appear in print)

ADDRESS: \_\_\_\_\_

CITY/STATE/ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

TWITTER HANDLE: @ \_\_\_\_\_

### 3. Select payment option:

☐ Payment enclosed (check made payable to Adoption Network Cleveland)

☐ Please send me an invoice

☐ Charge my credit card

TOTAL AMOUNT TO CHARGE: \$ \_\_\_\_\_

ACCOUNT NUMBER: \_\_\_\_\_

NAME ON CARD: \_\_\_\_\_

EXPIRATION DATE: \_\_\_\_\_ SECURITY CODE: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

### 4. Mail or email agreement:

Tammy Willet, Director of Development and Communications

Adoption Network Cleveland

4614 Prospect Avenue, Suite 550, Cleveland, OH 44103

Phone: (216) 482-2319 Email: [tammy.willet@adoptionnetwork.org](mailto:tammy.willet@adoptionnetwork.org)