

2018



ADOPTION NETWORK CLEVELAND

Annual Corporate Partners Program

@AdoptionNetCle



ADOPTION
NETWORK
CLEVELAND™

Educate • Support • Advocate
AdoptionNetwork.org



Educate • Support • Advocate

Help us celebrate three decades of supporting our community!

In 2018, Adoption Network Cleveland turns 30! Be a part of the year-long celebration and maximize your investment through our Annual Corporate Partners Program.

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

- Connect at-risk children and youth with a permanent place to call home
- Provide ongoing resources and support for youth and families
- Help to save the community millions of dollars by increasing the number of youth adopted from foster care

ADOPTION NETWORK CLEVELAND 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* and Mini-Golf Outing
- Social media exposure
- Inclusion in event media promotions
- Distribution of corporate giveaways during events
- Partner listing in our quarterly newsletter, *Guidance*, and our e-newsletter, *Pipeline*
- Partner link on 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-round¹

Wide Impact of Adoption: 6 in 10 of Americans personally know someone with a connection to adoption or foster care, including many of your customers and employees

Return on Investment: a Strategic Management Journal study showed that over two decades, there was a 600% ROI for every philanthropic dollar invested by corporations.²

Employee Satisfaction: Multiple studies have shown a significant correlation between family- 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.³

Recruit Talent: 75% of consumers said would choose to work for a company with strong corporate philanthropy¹

¹ Aflac Corporate Social Responsibility Survey, Aug-Sep. 2015

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

³ Dave Thomas Foundation for Adoption

ADOPTION NETWORK CLEVELAND 2018 Corporate Partner Benefits

INVESTMENT LEVEL	Diamond LEVEL \$20,000	Platinum LEVEL \$10,000	Gold LEVEL \$5,000	Silver LEVEL \$2,500	Bronze LEVEL \$1,000
CREATING FUTURES BENEFIT - April					
Save the Date e-blast	\$10,000 VALUE Logo at Top (Presented by)	\$5,000 VALUE Large Logo	\$2,500 VALUE Medium Logo	\$1,250 VALUE Small Logo	\$500 VALUE Name Listing Small Logo
Creating Futures event invitation	Logo at Top (Presented by)	Large Logo	Medium Logo	Small Logo	Name Listing Small Logo
Program ad	Logo on Front; Inside Cover	Back cover	Full Page Ad	Half page Ad	Name Listing
VIP event tickets	12 (\$1,680 value)	8 (\$1,120 value)	6 (\$840 value)	4 (\$560 value)	2 (\$280 value)
Verbal acknowledgement at event	Introduce Speakers, (2) Bid Texts	(2) Bid Texts	(1) Bid Text	Name Recognition	Name Recognition
Multimedia A/V display	Logo w/ ANC in Template/title	Large Logo	Medium Logo	Small Logo	Name Listing
Event web page	Logo w/ ANC at Top of Page	Large Logo/Link	Medium Logo/Link	Small Logo/Link	Name Listing/Link
Press Release sponsor mention	Yes & Add'l Title Sponsor Release	Yes	Yes	Yes	Yes
MINIATURE GOLF OUTING - July					
Save the Date e-blast	\$5,000 VALUE Prominent Logo	\$2,500 VALUE Large Logo	\$1,000 VALUE Medium Logo	\$500 VALUE Small Logo	\$250 VALUE Name Listing Small Logo
Registration Postcard/Fliers (2500+ impressions)	Prominent Logo	Large Logo	Medium Logo	Small Logo	---
Reserved Foursome at Event	3	2	1	1	---
Hole Sponsorship	2 - Exclusive Hole	2 - Exclusive Hole	1 - Exclusive Hole	1 - Shared Hole	---
Event Web Page	Prominent Logo	Large Logo/Link	Medium Logo/Link	Small Logo/Link	Name Listing/Link
Press Release sponsor mention	Yes	Yes	Yes	Yes	Yes
Verbal acknowledgement at event	Name Recognition	Name Recognition	Name Recognition	Name Recognition	Name Recognition
NATIONAL ADOPTION MONTH - Nov					
Annual Meeting event invitation	\$1,500 VALUE Prominent Logo Display	\$1,000 VALUE Large Logo Display	\$500 VALUE Medium Logo Display	\$250 VALUE Small Logo Display	\$125 VALUE Name Listing
Annual Meeting program	Prominent Logo Display	Large Logo Display	Medium Logo Display	Small Logo Display	Name Listing
A/V display	Prominent Logo Display	Large Logo Display	Medium Logo Display	Small Logo Display	Name Listing
E-blasts	Prominent Logo Display	Large Logo Display	Medium Logo Display	Small Logo Display	Name Listing
PROMOTIONAL ADVERTISING					
Guidance newsletter (Sent Quarterly to 1,000+)	\$3,500 VALUE Prominent Logo Display	\$500 VALUE Large Logo display	\$1,000 VALUE Medium Logo Display	\$500 VALUE Small Logo Display	\$125 VALUE Name Listing
Supporters web page	Prominent Logo Display/Link	Large Logo/Link	Medium Logo Display/Link	Small Logo Display/Link	Name Listing/Link
Pipeline e-news (E-mailed monthly to 5,000+)	Prominent Logo Display/Link	Large Logo/Link	Medium Logo Display/Link	Small Logo Display/Link	Name Listing/Link
Facebook (3,000+ followers)	(4) Custom Posts	(2) Custom Posts	(1) Custom Post	(1) Logo and TY Post	Tagged in (1) Post
Twitter (1,800+ followers)	(2) Custom Tweets	(1) Custom Tweet	(1) Logo and TY Tweet	Tagged in (1) Tweet	Tagged in (1) Post
E-Blasts	Mutually Customized E-Blast	---	---	---	---
TOTALS	TOTALS \$18,020 \$ 1,980 \$20,000	TOTALS \$ 8,680 \$ 1,320 \$10,000	TOTALS \$4,060 \$ 940 \$5,000	TOTALS \$1,840 \$ 660 \$2,500	TOTALS \$ 720 \$ 280 \$1,000



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Corporate Partner Agreement

1. Indicate your level of investment:

___ ☐ **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 NAME: @ _____

3. Check payment option:

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

___ Please send me an invoice

___ Charge my (please circle) VISA MASTERCARD DISCOVER

TOTAL AMOUNT TO CHARGE: \$ _____

ACCOUNT NUMBER: _____

EXPIRATION DATE: _____ SECURITY CODE: _____

SIGNATURE: _____ DATE: _____

4. Mail or fax agreement by December 15, 2017

Dan Carroll, Development Specialist

Adoption Network Cleveland

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