



## 2022 Partners Card Retailer Sponsorship & Marketing Opportunities

### Friday, October 28 - Sunday, November 6

**[ ] PLATINUM RETAILER SPONSOR - \$3,750**

- Logo placement on Partners Card directory and store-front poster (20,000 directories and 2,000 posters printed and distributed).
- Recognition as a sponsor in Partners Card marketing brochure (80,000 printed and distributed).
- Recognition as a sponsor in all available Partners Card media and advertising placements. (\$500,000+ in media exposure). Media partnerships include PaperCity, WFAA Channel 8, The Dallas Morning News, DFW Child, CultureMap, People Newspapers, Local Profile, 360 West, GoodLifeFamilyMagazine, The Scout Guide, Lifestyle Frisco, iHeartMedia, Fox 4, Modern Luxury, My Sweet Charity, and more (partnerships are confirmed throughout the year and placement is subject to availability).
- Logo recognition and link to sponsor website on partnerscard.org (average of 14,000 unique views between October – December).
- Logo recognition and link to sponsor website in dedicated sponsor email (reaching 26,000 subscribers).
- Recognition in The Family Place newsletter (reaching 35,000 constituents).
- Sponsor recognition on social media outlets (16,000+ followers across Facebook, Instagram & Twitter).
- Up to two dedicated social media content posts highlighting brand, to be decided upon between both parties.
  - Social media content scheduled, distributed and agreed upon by a first-come, first-serve confirmation basis.
- Digital advertisement such as boosted social media post, direct text message to Partners Card constituents, etc. to be decided upon between both parties.
  - Digital content distributed and agreed upon by a first-come, first-serve confirmation basis.
- Invitations to all Partners Card 2022 events with opportunity to contribute item into gift bags.
- 6 Partners Cards (\$450 value).

**[ ] GOLD RETAILER SPONSOR – \$1,750**

- Logo recognition on special underwriting page in Partners Card directory (20,000 printed and distributed).
- Recognition as a sponsor in Partners Card marketing brochure (80,000 printed and distributed).
- Logo recognition and direct link to sponsor website on partnerscard.org (average of 14,000 unique visits between October – December).
- Recognition on social media outlets (16,000+ followers across Facebook, Instagram & Twitter).
- Up to two dedicated social media content posts highlighting brand, to be decided upon between both parties.
  - Social media content distributed and agreed upon by a first-come, first-serve confirmation basis.
- Digital advertisement such as boosted social media post, direct text message to Partners Card constituents, etc. to be decided upon between both parties.
  - Digital content distributed and agreed upon by a first-come, first-serve confirmation basis.
- Invitations to all Partners Card 2022 events with opportunity to contribute item into gift bags.
- 4 Partners Cards (\$300 value).

**[ ] SILVER RETAILER SPONSOR – \$500**

- Logo recognition on special underwriting page in Partners Card directory (20,000 printed and distributed).
- Logo recognition and direct link to sponsor website on partnerscard.org (average of 14,000 unique visits between October – December).
- Recognition on social media outlets (16,000+ followers across Facebook, Instagram & Twitter).
- One dedicated social media content post highlighting brand, to be decided upon between both parties. [does not include email]
  - Social media content distributed and agreed upon by a first-come, first-serve confirmation basis.
- Invitations to all Partners Card 2022 events.
- 2 Partners Cards (\$150 value).

**[ ] BRONZE RETAILER SPONSOR - \$300**

- Logo recognition on special underwriting page in Partners Card directory (20,000 printed and distributed).
- Recognition on social media outlets (16,000+ followers across Facebook, Instagram & Twitter).
- One dedicated social media post or digital content highlighting brand, to be decided upon between both parties. [does not include email]
  - Social media content distributed and agreed upon by a first-come, first-serve confirmation basis.
- Invitations to all Partners Card 2022 events.
- 1 Partners Card (\$75 value).

### How your donation supports The Family Place

- \$5,000** provides two months of safety for a family in our transitional housing facility
- \$1,000** provides one month of medical supplies at our shelter clinics
- \$500** provides one month of childcare services for a child in our shelter
- \$300** provides 100 meals at our shelter to victims of family violence

The mission of The Family Place is to empower victims of family violence by providing safe housing, counseling, and skills that create independence while building community engagement and advocating for social change to stop family violence.

**We are pleased to offer these sponsorship and marketing opportunities to our valued retailers as additional ways to support The Family Place and to engage in the exciting season of Partners Card.**

**Contact Margot Aliffi at [mjaliffi@familyplace.org](mailto:mjaliffi@familyplace.org) or (214) 443-7708 for more details.**

Retailer Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_ Unit: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Total amount: \$ \_\_\_\_\_  Check (Payable to The Family Place)  Credit Card  Invoice at later date

Card Number: \_\_\_\_\_ Exp Date: \_\_\_\_\_ CVV: \_\_\_\_\_

Name on Card: \_\_\_\_\_ Cardholder's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

