

2022 Partners Card Corporate Underwriting Contract
Friday, October 28 - Sunday, November 6

DIAMOND SPONSOR
(Presenting Sponsor) \$75,000+ (SOLD)

EMERALD SPONSOR
\$50,000+ (\$100,000+ in-kind value)

- Logo recognition on front cover of directory
- Three-quarter-page, one-color advertisement in directories
- Minimum 2 media ads with logo inclusion
- Logo identification on Partners Card promotional item
- Logo recognition as a sponsor in marketing brochure, print materials and advertisements, subject to availability
- Logo recognition as sponsor through promoted social media content
- Recognition on agency's website and newsletter
- Invitations to Partners Card events
- 8 tickets to ticketed PC22 event (\$2,000 value)
- 1 30th Anniversary Pearl Card (\$300 value)
- 72 Partners Cards (\$5,400 value)

RUBY SPONSOR
\$30,000+ (\$60,000+ in-kind value)

- Logo recognition on front cover of directory
- Half-page, one-color advertisement in directories
- Minimum 1 media ad with logo inclusion
- Logo identification on Partners Card promotional item
- Logo recognition as a sponsor in marketing brochure, print materials and advertisements, subject to availability
- Logo recognition as sponsor through promoted social media content
- Recognition on agency's website and newsletter
- Invitations to Partners Card events
- 8 tickets to ticketed PC22 event (\$2,000 value)
- 1 30th Anniversary Pearl Card (\$300 value)
- 48 Partners Cards (\$3,600 value)

SAPPHIRE SPONSOR
\$20,000+ (\$40,000+ in-kind value)

- Logo recognition on front cover of directory
- Logo identification on Partners Card promotional item
- Logo recognition as a sponsor in marketing brochure, print materials and advertisements, subject to availability
- Logo recognition as sponsor through promoted social media content
- Recognition on agency's website and newsletter
- Invitations to Partners Card events
- 6 tickets to ticketed PC22 event (\$1,500 value)
- 1 30th Anniversary Pearl Card (\$300 value)
- 36 Partners Cards (\$2,700 value)

GARNET SPONSOR
\$15,000+ (\$30,000+ in-kind value)

- Logo recognition on front cover of directory
- Recognition on agency's website and newsletter
- Recognition as a sponsor in marketing brochure, print materials and advertisements, subject to availability (name listed only)
- Logo recognition as sponsor through promoted social media content
- Invitations to Partners Card events
- 6 tickets to ticketed PC22 event (\$1,500 value)
- 24 Partners Cards (\$1,800 value)

TOPAZ SPONSOR
\$10,500+ (\$20,000+ in-kind value)

- Logo recognition on directory
- Recognition as a sponsor in marketing brochure, print materials and advertisements, subject to availability (name listed only)
- Logo recognition as sponsor through promoted social media content
- Recognition on agency's website and newsletter
- Invitations to Partners Card events
- 4 tickets to ticketed PC22 event (\$1,000 value)
- 12 Partners Cards (\$900 value)

PEARL SPONSOR
\$8,000+ (\$15,000+ in-kind value)

- Logo recognition on directory & marketing brochure
- Recognition as a sponsor in print materials and advertisements, subject to availability (name listed only)
- Recognition on agency's website and newsletter
- Sponsor recognition through social media outlets
- Invitations to Partners Card events
- 2 tickets to ticketed PC22 event (\$500 value)
- 10 Partners Cards (\$750 value)

OPAL SPONSOR
\$5,500+ (\$10,000+ in-kind value)

- Logo recognition on Partners Card directory
- Recognition as a sponsor in marketing brochure, print materials and advertisements, subject to availability (name listed only)
- Recognition on agency's website and newsletter
- Sponsor recognition on social media
- Invitations to Partners Card events
- 8 Partners Cards (\$600 value)

GEM SPONSOR
\$4,000+ (\$7,000+ in-kind value)

- Logo recognition on Partners Card directory
- Recognition as a sponsor in marketing brochure, print materials and advertisements, subject to availability (name listed only)
- Recognition on agency's website and newsletter
- Sponsor recognition on social media
- Invitations to Partners Card events
- 6 Partners Cards (\$450 value)

Sponsor benefits include, but are not limited to:

- Logo recognition in Partners Card directories - 20,000 distributed
- Sponsor listing in marketing brochures - 80,000 distributed
- Sponsor listing on signature store-front posters - 2,000 distributed
- Recognition to ~15,000 social media followers on Facebook, Instagram and Twitter
- Sponsorship recognition on www.partnerscard.org (average of 14,000 unique viewers monthly from September – November)
- Recognition in at least one of two The Family Place newsletters, each received by over 35,000 constituents
- Recognition in a minimum of one dedicated Partners Card email blast distributed to a database reaching 25,000 constituents
- Recognition on Partners Card press and print materials. More than \$500,000 worth in media exposure through paid advertising, donated advertising, editorials, pre- and post-event coverage, social calendars, and in-store promotions. (Media partnerships are confirmed throughout the year. Recognition is limited to space and availability, and is based on the contract with each media partner.)

**Please return completed form
by May 30th to:**

The Family Place
Attn: Partners Card
P.O. Box 7999
Dallas, TX 75209
P: (214) 443-7708
email: mjaliffi@familyplace.org
www.partnerscard.org

Note: Only contributions in excess of the benefit package value are deductible as a charitable contribution.

Name as you would like it listed in printed materials: _____

I (We) prefer not to be listed I (We) prefer to be listed as Anonymous I (We) decline all benefits

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: _____