



## PARTNERS CARD RETAILER SPONSORSHIP & MARKETING OPPORTUNITIES

October 30 – November 8, 2020

**Partners Card is the signature fundraiser for The Family Place, the largest family violence agency in Texas** serving women, children and men who are victims of family violence with free services including shelter, counseling, education and more to empower them to lead lives free from abuse. In its **28 year history**, Partners Card has become a DFW shopping tradition. Almost **15,000 shoppers** purchase a Partners Card for \$75 as a donation to The Family Place to receive 20% off from 750+ retailers across DFW. We receive more than **\$500,000 in media coverage** thanks to our generous partners. Each fall, it seems as if the city is buzzing with Partners Card!

**All Partners Card sales and underwriting donations directly benefit The Family Place.** Last year alone, The Family Place served over **11,000** clients. Our shelters make up **almost 60%** of total shelter facilities in DFW for victims of family violence. Our shelters are consistently full of women, children and men seeking safety, and our services continue to grow to support our community.

### Platinum Retailer Sponsor - \$3,000

- Logo placement on Partners Card directory (26,000 printed and distributed).
- Logo placement on Partners Card store-front poster (2,000 printed and distributed).
- Recognition as a sponsor in Partners Card marketing brochure (100,000 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 13,000 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 42,000 constituents).
- Sponsor recognition on social media outlets (14,000+ followers across Facebook, Instagram & Twitter).
- Up to two dedicated social media content posts highlighting brand, to be decided upon between both parties.
  - Examples: Instagram giveaway/post boosted by geofencing targeting, featured retailer in Day In The Life (distributed by top media partners), dedicated email, etc.
  - 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, 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 2020 events with opportunity to contribute item into gift bags.
- 6 Partners Cards (valued at \$75.00 each).

### Gold Retailer Sponsor – \$1,500

- Recognition on special underwriting page in Partners Card directory (26,000 printed and distributed).
- Recognition as a sponsor in Partners Card marketing brochure (100,000 printed and distributed).
- Logo recognition and direct link to sponsor website on partnerscard.org (average of 13,000 unique visits between October – December).
- Recognition on social media outlets (14,000+ followers across Facebook, Instagram & Twitter).
- Up to two dedicated social media content posts highlighting brand, to be decided upon between both parties.
  - Examples: Instagram giveaway/post boosted by geofencing targeting, featured retailer in Day In The Life (distributed by top media partners), dedicated email, etc.
  - 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, 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 2020 events with opportunity to contribute item into gift bags.
- 4 Partners Cards (valued at \$75.00 each).

### Silver Retailer Sponsor – \$500

- Recognition on special underwriting page in Partners Card directory (26,000 printed and distributed).
- Logo recognition and direct link to sponsor website on partnerscard.org (average of 13,000 unique visits between October – December).
- Recognition on social media outlets (14,000+ followers across Facebook, Instagram & Twitter).
- One dedicated social media content post highlighting brand, to be decided upon between both parties.
  - Examples: Instagram giveaway, social media post boosted by geofencing targeting, featured retailer in Day In The Life (distributed by top media partners), direct text message to Partners Card constituents, etc. [does not include email]
  - Social media content distributed and agreed upon by a first-come, first-serve confirmation basis.
- Invitations to all Partners Card 2020 events.
- 2 Partners Cards (valued at \$75.00 each).

### Bronze Retailer Sponsor - \$250

- Recognition on special underwriting page in Partners Card directory (26,000 printed and distributed).
- Recognition on social media outlets (14,000+ followers across Facebook, Instagram & Twitter).
- One dedicated social media post or digital content highlighting brand, to be decided upon between both parties.
  - Examples: Instagram giveaway, social media post boosted by geofencing targeting, featured retailer in Day In The Life (distributed by top media partners), direct text message to Partners Card constituents, etc. does not include email]
  - Social media content distributed and agreed upon by a first-come, first-serve confirmation basis.
- Invitations to all Partners Card 2020 events.
- 1 Partners Card (valued at \$75.00 each).

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

**Contact Grace Dewar at [gdewar@familyplace.org](mailto:gdewar@familyplace.org) or (214) 443-7717 for more details.**

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

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

**Underwriting Amount: \$ \_\_\_\_\_ Pay by: \_\_\_ Check (send invoice) \_\_\_ CC**

Card#: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ / \_\_\_\_\_ Sec. Code: \_\_\_\_\_