



# 2018 PARTNERS CARD CORPORATE UNDERWRITING CONTRACT

Friday, October 26 - Sunday, November 4



**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 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
- Sponsor recognition through social media outlets
- Recognition on agency's website and newsletter
- Invitations to Partners Card events
- 75 Partners Cards

**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 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
- Sponsor recognition through social media outlets
- Recognition on agency's website and newsletter
- Invitations to Partners Card events
- 50 Partners Cards

**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
- Sponsor recognition through social media outlets
- Recognition on agency's website and newsletter
- Invitations to Partners Card events
- 35 Partners Cards

**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)
- Sponsor recognition through social media outlets
- Invitations to Partners Card events
- 25 Partners Cards

**TOPAZ SPONSOR**

\$10,000+ (\$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)
- Sponsor recognition through social media outlets
- Recognition on agency's website and newsletter
- Invitations to Partners Card events
- 15 Partners Cards

**PEARL SPONSOR**

\$7,500+ (\$15,000+ in-kind value)

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

**OPAL SPONSOR**

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

- 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 through social media outlets
- Invitations to Partners Card events
- 8 Partners Cards

**GEM SPONSOR**

\$3,500+ (\$7,000+ in-kind value)

- 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 through social media outlets
- Invitations to Partners Card events
- 6 Partners Cards

**Sponsor benefits include, but not limited to:**

- \* Logo recognition in Partners Card directories-**32,000** distributed
- \* Sponsor listing in marketing Brochures-**100,000** distributed
- \* Sponsor listing on signature store-front posters-**2,000** distributed
- \* Recognition to **~9,000** social media followers on Facebook, Instagram and Twitter
- \* Sponsorship recognition on **www.partnerscard.org** (average of amount **10,000** viewers weekly from September – November)
- \* Recognition in at least one of two The Family Place newsletters, each received by over **41,000** constituents
- \* Recognition in a minimum of one dedicated Partners Card email blast distributed to a database reaching **20,000** constituents
- \* Recognition on Partners Card press and print materials. More than **\$400,000** 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 25th to:**

The Family Place  
 Attn: Partners Card-Grace Dewar  
 P.O. Box 7999  
 Dallas, TX 75209  
 P: (214) 443-7717 F: (214) 443-7744  
 email: [gdewar@familyplace.org](mailto:gdewar@familyplace.org)  
[www.partnerscard.org](http://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 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: \$ \_\_\_\_\_ (Payable to The Family Place)  Check  Credit Card  Invoice at later date

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

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