



2017 PARTNERS CARD - UNDERWRITING CONTRACT
Friday, October 27 - Sunday, November 5



[ ] DIAMOND SPONSOR
(Presenting Sponsor) \$65,000+ (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 t-shirt
- Logo recognition as a sponsor in marketing brochure, print materials and advertisements, subject to availability
- Sponsor recognition through social media outlets, Instagram & Facebook
- First right of refusal to host a 25th Anniversary Partners Card Event
- 4 Seats at the 25th Anniversary Partners Card Luncheon
- Recognition on agency's website and newsletter
- Invitations to Partners Card parties
- 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 t-shirt
- Logo recognition as a sponsor in marketing brochure, print materials and advertisements, subject to availability
- Sponsor recognition through social media outlets, Instagram & Facebook
- Recognition on agency's website and newsletter
- 4 Seats at the 25th Anniversary Partners Card Luncheon
- Invitations to Partners Card parties
- 50 Partners Cards

- [ ] SAPPHIRE SPONSOR \$20,000+ (\$40,000+ in-kind value)
- Logo recognition on front cover of directory
- Logo identification on Partners Card t-shirt
- Logo recognition as a sponsor in marketing brochure, print materials and advertisements, subject to availability
- Sponsor recognition through social media outlets, Instagram & Facebook
- Recognition on agency's website and newsletter
- 2 Seats at the 25th Anniversary Partners Card Luncheon
- Invitations to Partners Card parties
- 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, Instagram & Facebook
- 2 Seats at the 25th Anniversary Partners Card Luncheon
- Invitations to Partners Card parties
- 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, Instagram & Facebook
- 1 Seat at the 25th Anniversary Partners Card Luncheon
- Recognition on agency's website and newsletter
- Invitations to Partners Card parties
- 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, Instagram & Facebook
- 1 Seat at the 25th Anniversary Partners Card Luncheon
- Invitations to Partners Card parties
- 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, Instagram & Facebook
- Invitations to Partners Card parties
- 5 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, Instagram & Facebook
- Invitations to Partners Card parties
- 2 Partners Cards

Sponsor benefits includes, 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 ~8,000 Facebook fans and Twitter followers
\* Sponsors' recognition on www.partnerscard.org (average of amount 10,000 viewers weekly from September - November)
\* Recognition in at least one of the two The Family Place newsletters, each received by over 41,000 constituents
\* Recognition in a minimum of one dedicated Partners Card email blasts that are distributed to an email database reaching 18,000 constituents
\* Recognition on Partners Card press and print materials. More than \$400,000 worth media exposure through paid advertising, donated advertising, editorials, pre and post events 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 that particular media partner)

Please return completed form by May 26th to:
Partners Card - Attn: Heather Street - P.O. Box 7999, Dallas, TX 75209
P: (214) 443-7766—F: (214) 443-7744
email: hastreet@familyplace.org
www.partnerscard.org
Note: Only contributions in excess of the benefit package value are deductible as a charitable contribution.

Name of Individual or Company: \_\_\_\_\_
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 me later
Card Number: \_\_\_\_\_ Exp Date: \_\_\_\_\_ CVV: \_\_\_\_\_
Name on the Card: \_\_\_\_\_ Cardholder's Signature: \_\_\_\_\_ Date: \_\_\_\_\_