

Adoption Network Cleveland: The Ohio Family Connection

Annual Corporate Partners Program



2022



ADOPTION
NETWORK
CLEVELAND

THE OHIO FAMILY CONNECTION
Advocate • Educate • Support

Your Support Makes a Difference!

Why Become a Partner?

Meet Your Consumers' Desires – 92% of millennials are more likely to purchase from an ethical company involved in corporate philanthropy, and 81% of consumers are more likely to purchase from corporations that are philanthropically active year-round.¹

Generation Z (Zoomers) also highly value companies who strongly support important causes. More than nine-in-10 zoomers (93%) say if a company makes a commitment, it should have the appropriate programs and policies in place to back up that commitment. Three-quarters (75%) will do research to see if a company is walking the talk when it takes a stand on an issue.²

Stay on Trend with Your Competitor – Despite the COVID-19 pandemic, 74% of executives plan to significantly or moderately increase corporate giving through their companies' Corporate Social Responsibility programs.³

Wide Impact of Our Mission – Six in 10 Americans personally know someone with a connection to adoption, including many of your customers and employees.⁴ This number is significantly higher when you consider families and children impacted by kinship and foster care.

Return on Investment – Over two decades, there is a 600% ROI for every philanthropic dollar invested by corporations.⁵

Employee Satisfaction - Multiple studies have shown a significant correlation between family-friendly and adoption-friendly practices and high employee satisfaction. In addition, more than 50% of all U.S. companies provide support for adoption to their employees, including many Fortune 500 companies.⁴

Recruit Talent - 75% of consumers said they want to work for a company with strong corporate philanthropy.¹

Partner Benefits*

Prominent advertising in event materials

Complimentary tickets to our Annual Creating Futures Benefit and Silent Auction

Social media exposure

Inclusion in event media promotions

Partner listing in our monthly e-newsletter, The HUB, sent to over 8,000 stakeholders

Partner link throughout our website

Tax-deductible donation

One-time annual investment: No

additional solicitation letters for the whole year!

*Benefits will vary based on annual investment level & impact of COVID pandemic on in-person events.

1. Aflac Corporate Social Responsibility Survey, Aug-Sep. 2015

2. "Undivided: 2019 Gen Z Purpose Study," Porter Novelli/Cone, porternovelli.com/2019-Gen-Z-Purpose-Study, 2019

3. Aflac Corporate Social Responsibility Survey, June 2020

4. Dave Thomas Foundation for Adoption, <https://davethomasfoundation.org>, 2020

5. "Is Doing Good Good for You?" How corporate charitable contributions enhance revenue growth, Strategic Management Journal, February 2010

You can maximize your investment and marketing exposure through Adoption Network Cleveland's Annual Corporate Partners Program. A single impression is lucky to be noticed. Our Corporate Partners Program offers the opportunity for companies to make the most of effective communication vehicles and event sponsorships to meet your marketing needs.

This exciting program allows your company to receive valuable exposure while helping to make a significant impact in the lives of hundreds of people in our community each year. By partnering with Adoption Network you are:

- ▶ Educating potential adoptive parents in the adoption and foster care process.
- ▶ Providing ongoing resources and support for youth, as well as adoptive, kinship and foster families.
- ▶ Matching youth in adoptive and kinship families with a caring adult mentor as an additional positive relationship in their lives.
- ▶ Facilitating a safe place where adoptees, birthparents, siblings and adoptive parents can share their experiences on the impact of adoption, providing a source of healing.

2022 Corporate Partner Benefits

Presenting Partner - \$20,000

All benefits listed below in Friend level, highlighting "Presented by," plus:

Promotional Advertising

- Top, prominent "Presented by" listing in all benefits listed below
- 4 total custom posts on social media

Creating Futures Benefit & Silent Auction

- Top, prominent "Presented by" listing in all event benefits listed below
- Logo on front cover and upgraded to full page ad inside front cover in program
- Press Release mention as presenting sponsor
- Opportunity to be introduced at event
- 20 tickets (total)

Advocate Level- \$10,000

All benefits listed in Friend level listed as Advocate Sponsor, plus:

Promotional Advertising

- Prominent listing in all benefits listed below
- 2 total custom posts on social media

Creating Futures Benefit & Silent Auction

- Upgraded to full back page ad (or other appropriate prominence) in event program
- Press Release mention as Advocate level sponsor
- 1 additional bid text mention
- 10 tickets (total)

Champion Level- \$5,000

All benefits listed in Friend level listed as Champion Sponsor, plus:

Creating Futures Benefit & Silent Auction

Upgraded to full page ad in program
1 bid text mention
8 tickets (total)

Promotional Advertising

- 1 custom post on social media

Collaborator Level- \$2,500

All benefits listed in Friend level listed as Collaborator Sponsor, plus:

Creating Futures Benefit & Silent Auction

- 1/2 page ad in program
- 6 tickets (total)

Friend Level- \$1,000

Promotional Advertising

- Logo/listing by level in our monthly newsletter, *The Hub*
- Logo/listing by level in email footer of email marketing
- Logo/Listing by level on website
- Sponsor thank you post on social media (Facebook, Twitter, LinkedIn, Instagram)
- Listing by level in Annual Report

Annual Meeting

- Logo or listing by level on all event materials (invite, program, A/V display, eblasts)

Creating Futures Benefit & Silent Auction

- Logo or listing in all event materials (Save the Date, Invitation, program, A/V display, web page)
- Acknowledgement at event
- 2 tickets

2nd Fundraising Event (If it is able to be held during the pandemic.)

- Logo/listing by level on all event materials (invite, program, A/V display, blasts)
- Event tickets if appropriate

*Benefits will be impacted by the continuing COVID pandemic and our ability to hold in-person events.



THE OHIO FAMILY CONNECTION
Advocate • Educate • Support

Corporate Partner Agreement

1. Select your investment level:

Presenting Level – \$20,000

Advocate Level – \$10,000

Champion Level – \$5,500

Collaborator Level – \$2,500

Friend Level – \$1,500

2. Complete the following:

CONTACT NAME: _____ TITLE: _____

COMPANY: _____

(Please write company name as it should appear in print)

ADDRESS: _____

CITY/STATE/ZIP: _____

PHONE: _____

EMAIL: _____

TWITTER/INSTAGRAM HANDLE: @ _____

3. Select payment option:

Payment enclosed (check made payable to Adoption Network Cleveland)

Please send me an invoice

Charge my credit card

TOTAL AMOUNT TO CHARGE: \$ _____

ACCOUNT NUMBER: _____

NAME ON CARD: _____

EXPIRATION DATE: _____ SECURITY CODE: _____

SIGNATURE: _____ DATE: _____

4. Mail or email agreement:

Tammy Willet, Director of Development & Communications

Adoption Network Cleveland

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Phone: (216) 482-2319 Email: tammy.willet@adoptionnetwork.org

Email logo in PNG or EPS
format to Tammy Willet
at email to the left.