

Adoption Network Cleveland Annual Corporate Partners Program



2027



ADOPTION
NETWORK
CLEVELAND
ADVOCATE • EDUCATE • SUPPORT

We value our partners...

...and partnering with us adds value to your business!

Meet Your Consumers' Desires – 87% of consumers say they would purchase a product because a company advocated for an issue they cared about, and 91% of millennials would switch brands to one associated with a cause. ¹

Generation Z (Zoomers) – 90% of young people in Gen Z believe companies must act to help social and environmental issues, and 75% will do research to see if a company is being honest when it takes a stand on issues. ²

Stay on Trend with Your Competitor – Research indicates that companies investing in corporate philanthropy can experience enhanced brand reputation, customer loyalty, and financial performance over time. 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. This number is significantly higher when you consider families and children impacted by kinship and foster care. ⁴

Recruit Talent - 75% of consumers said they want to work for a company with strong corporate philanthropy. ⁵

Partner benefits include...

- Prominent advertising in event materials
- 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



Our Corporate Partners Program allows your organization to demonstrate your philanthropic agenda as we promote your support of our respected nonprofit, which fulfills the otherwise unmet needs of the adoptive, foster, and kinship community. It is estimated that 6 out of 10 Americans have a personal connection to adoption (Dave Thomas Foundation for Adoption, 2022). Our monthly newsletter and periodic email marketing message subscription group include Corporate Partner recognition over 50 times a year to a subscription of over 8,000 households. Additional promotions using our website, social media, and event materials list our Corporate Partners by partnership level. More than recognition, our Corporate Partners in supporting Adoption Network Cleveland are making a substantial impact on those we serve. A visit to our website, adoptionnetwork.org, delineates all our core programs, services, and constituents. As a Corporate Partner, you will be helping to:

- Educate potential adoptive parents in the adoption and foster care process.
- Provide ongoing resources and support for youth and adoptive, kinship and foster families.
- Ensure a staff member answers our helpline, processes basic emergency need assistance to qualified families, and is here to provide trauma-informed group and 1:1 support.
- Provide support groups and gatherings where adoptees, birth parents, siblings and adoptive parents can share their experiences with the impact of adoption, providing a source of healing.

2027 Corporate Partner Levels

PRESENTING PARTNER - \$15,000

(EXCLUSIVE - one available annually)

- Prominently displayed as Presenting Partner in all event promotions, including our annual signature event “Over The Edge” and others
- 4 custom posts on social media
- Logo on ANC website for a year
- Mentioned as Presenting Partner in all press releases issued for a year
- Opportunity to have a spokesperson introduced at event
- Logo/listing by level in our monthly newsletter, The Hub
- Logo/listing by level in email footer of email marketing
- Sponsor thank you post on social media (Facebook, LinkedIn, Instagram)
- Listing by level in Annual Report
- Acknowledgement at signature event

Plus, Presenting Partners receive 6 rappel spots and the opportunity to be acknowledged as a Rope Sponsor at our Over The Edge urban rappelling fundraiser on August 21, 2027. Please see additional Over The Edge “perks” as-listed in the Event Sponsor Packet.

ADVOCATE - \$10,000

- Prominently displayed in all event promotions, including our signature event “Over The Edge” and others
- 2 custom posts on social media
- Mentioned as Advocate-level partner in all press releases for a year
- Opportunity to have a spokesperson introduced at event
- Acknowledgement at signature event
- Logo/listing by level in our monthly newsletter, The Hub
- Logo/listing by level in email footer of email marketing
- Sponsor thank you post on social media (Facebook, LinkedIn, Instagram)
- Logo/listing be level on website
- Listing by level in Annual Report

Plus, Advocate Partners receive 5 rappel spots and the opportunity to be acknowledged as a Rope Sponsor at our Over The Edge urban rappelling fundraiser on August 21, 2027. Additional Over The Edge “perks” as-listed in the Event Sponsor Packet.

AMBASSADOR - \$7,500

- Prominently displayed in all event promotions, including our signature event “Over The Edge” and others
- 1 custom posts on social media
- Mentioned as Ambassador-level partner in all press releases for a year
- Opportunity to have a spokesperson introduced at event
- Acknowledgement at signature event
- Logo/listing by level in our monthly newsletter, The Hub
- Logo/listing by level in email footer of email marketing
- Sponsor thank you post on social media (Facebook, LinkedIn, Instagram)
- Logo/listing be level on website
- Listing by level in Annual Report

Plus, Ambassador Partners receive 4 rappel spots at our Over The Edge urban rappelling fundraiser on August 21, 2027. Additional Over The Edge “perks” as-listed in the Event Sponsor Packet.

CHAMPION - \$5,000

- Logo/listing by level in our monthly newsletter, The Hub
- Logo/listing by level in email footer of email marketing
- Sponsor thank you post on social media (Facebook, LinkedIn, Instagram)
- Logo/listing be level on website
- Listing by level in Annual Report
- Acknowledgement at signature event
- Listing in all event promotions including our signature event “Over The Edge” and others

Plus, Champion Partners receive 3 rappel spots for our Over The Edge urban rappelling fundraiser on August 21, 2027. Additional Over The Edge “perks” as-listed in the Event Sponsor Packet.

COLLABORATOR - \$2,500

- Logo/listing by level in our monthly newsletter, The Hub
- Logo/listing by level in email footer of email marketing
- Sponsor thank you post on social media (Facebook, LinkedIn, Instagram)
- Logo/listing be level on website
- Listing by level in Annual Report
- Acknowledgement at signature event
- Listing in all event promotions including annual signature event and others

Plus, Collaborator Partners receive 2 rappel spots for our Over The Edge urban rappelling fundraiser on August 21, 2027. Additional Over The Edge “perks” as-listed in the Event Sponsor Packet.

FRIEND - \$1,000

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

Please note that Friend Partners do not receive rappel spots for Over The Edge. Consider leveling up to “Collaborator” to give 2 members of your organization the chance to participate in our August 21, 2027 urban rappelling adventure!



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CORPORATE PARTNER AGREEMENT

SELECT YOUR INVESTMENT LEVEL:

- ☐ Presenting Partner - \$15,000
- ☐ Advocate - \$10,000
- ☐ Ambassador - \$7,500

- ☐ Champion - \$5,000
- ☐ Collaborate - \$2,500
- ☐ Friend - \$1,000



CONTACT INFORMATION:

Contact Name: _____ Title: _____

Company: _____

(Please write the company's name as you'd like it to appear in our printed materials)

Mailing address: _____

City/State/Zip: _____

Phone: _____ Email: _____

Instagram Handle: _____

Facebook Page Name: _____

PAYMENT INFORMATION:

- ☐ Check (made payable to Adoption Network Cleveland)
- ☐ Please invoice me
- ☐ Pay online at adoptionnetwork.org/get-involved/ways-to-give/pay-corporate-partnership.html
ACH online payments preferred to avoid additional fees.



All Corporate Partner levels have the option to be renewed annually.

RETURN THIS AGREEMENT TO ADOPTION NETWORK CLEVELAND

MAIL TO:

Betsie Norris, *Executive Director*
c/o Adoption Network Cleveland
2592 W. 14th Street
Cleveland, OH 44113

EMAIL TO:

Sarah Wolf, *Dir. of Development and Communications*
sarah.wolf@adoptionnetwork.org

IF YOU'D LIKE TO CALL WITH QUESTIONS:

Sarah's direct line - (216) 482-2316
Please call Monday through Friday between 9am and 4pm

Email logo in PNG or EPS format to Sarah Wolf at sarah.wolf@adoptionnetwork.org

Other ways to connect:

-  adoptionnetwork.org
-  [AdoptionNetCLE](https://www.facebook.com/AdoptionNetCLE)
-  [@AdoptionNetCLE](https://www.instagram.com/AdoptionNetCLE)
-  [Adoption Network Cleveland](https://www.linkedin.com/company/AdoptionNetworkCleveland)
-  [AdoptionNetCLE](https://www.youtube.com/AdoptionNetCLE)
-  hello@adoptionnetwork.org