

Annual Corporate Partners Program



2020



ADOPTION
NETWORK
CLEVELAND

THE OHIO FAMILY CONNECTION
Advocate • Educate • Support

Your Support Makes a Difference!

Partner Benefits*

One-time annual investment: No additional solicitation letters for the whole year!

Prominent advertising in event materials

Complimentary tickets to our *Annual Creating Futures Benefit and Silent Auction*

Social media exposure

Inclusion in event media promotions

Distribution of corporate giveaways during events

Partner listing in our monthly e-newsletter, *The HUB*

Partner link throughout our website

Tax-deductible donation

*Benefits will vary based on annual investment level

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

Wide Impact of Adoption Six in 10 Americans personally know someone with a connection to adoption, including many of your customers and employees.³

Return on Investment Over two decades, there is a 600% ROI for every philanthropic dollar invested by corporations.²

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.³

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

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

² Is doing good good for you? How corporate charitable contributions enhance revenue growth, *Strategic Management Journal*, 2/1/10

³ Dave Thomas Foundation for Adoption

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.

ADOPTION NETWORK CLEVELAND
2020 Corporate Partner Benefits

INVESTMENT LEVEL	Presenting \$20,000	Advocate \$10,000	Champion \$5,000	Collaborator \$2,500	Friend \$1,500	
CREATING FUTURES BENEFIT (April)	Save the Date e-mail	Logo	Logo	Logo	Logo	
	Creating Futures event invitation	“Presented by” Logo	Logo	Logo	Name listing	
	Program ad	Logo on front cover; Ad inside cover	Back cover ad	Full page ad	Name listing	
	VIP event tickets	10 VIP tickets (\$1,250 value)	8 tickets	6 tickets	4 tickets	2 tickets
	Acknowledgement at event	Introduce speakers, 1 bid text	1 bid text	1 bid text	Yes	Yes
	Multimedia AV display	Prominent Logo	Logo	Logo	Logo	Name listing or Logo
Event web page	Prominent Logo/link	Logo/link	Logo/link	Logo/link	Name or Logo/link	
Press Release sponsor mention	Yes, as “Presenting sponsor”	Yes	Yes	Yes	Yes	
JOURNEYS OF DISCOVERY CONF. (March)	Invitation postcard/flyers	Prominent Logo on materials	Logo	Logo	Name Listing	Name listing
	Event webpage listing	Yes	Yes	Yes	Yes	Yes
	On-site signage	Prominent logo	Logo	Logo	Logo	Name listing or Logo
	Program ad	Full page ad	Full page ad	Half page ad	Half page ad	Half page ad
	Acknowledgment at event	Yes	Yes	Yes	Yes	Yes
ANNUAL MEETING (Nov.)	Annual Meeting event invitation	Prominent Logo Display	Logo	Logo	Logo	Name Listing or Logo
	Annual Meeting program	Prominent Logo Display	Logo	Logo	Logo	Name Listing or Logo
	AV display	Prominent Logo Display	Logo	Logo	Logo	Name Listing or Logo
	E-blasts	Prominent Logo Display	Logo	Logo	Logo	Name Listing or Logo
PROMOTIONAL ADVERTISING	The HUB monthly e-newsletter (8000+)	Prominent Logo Display	Logo	Logo	Logo	Name Listing
	Listing of Corporate Partners throughout website	Prominent Logo Display/Link	Logo/Link	Logo/Link	Logo/Link	Name Listing/Link
	Listing on collateral materials	Prominent Logo Display/Link	Logo/Link	Logo/Link	Logo/Link	Name Listing/Link
	Facebook (3655+ follows)	(4) Custom Posts	(2) Custom Posts	(1) Custom Post	(1) Logo and TY Post	Tagged in (1) Post
	Twitter (2220+ Followers)	(2) Custom Tweets	(1) Custom Tweet	(1) Logo and TY Tweet	Tagged in (1) Tweet	Tagged in (1) Post
	E-mail marketing	Partner listing	Partner listing	Partner listing	Partner listing	Partner listing
TOTALS	TOTALS	TOTALS	TOTALS	TOTALS	TOTALS	
Charitable Contribution Total	\$18,750	\$ 9,000	\$4,250	\$2,000	\$1,250	
Meal/Entertainment Total	\$ 1,250	\$ 1,000	\$ 750	\$ 500	\$ 250	
Potential Corporate Deduction	\$20,000	\$10,000	\$5,000	\$2,500	\$1,500	



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 – \$5,000

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:

Camille Rose Smith, Donor Engagement Officer

Adoption Network Cleveland

4614 Prospect Avenue, Suite 550, Cleveland, OH 44103

Phone: (216) 482-2311 Email: CamilleRose.Smith@adoptionnetwork.org

Email logo in PNG or EPS
format to Camille Rose
Smith at email below.