Annual Corporate Partners Program

2020

ADOPTION NETWORK

THE OHIO FAMILY CONNECTION
Advocate • Educate • Support
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.

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
<table>
<thead>
<tr>
<th>INVESTMENT LEVEL</th>
<th>ADVOCATE</th>
<th>CHAMPION</th>
<th>COLLABORATOR</th>
<th>FRIEND</th>
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<tbody>
<tr>
<td>$250</td>
<td>$1,500</td>
<td>$500</td>
<td>$2,950</td>
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<td>$500</td>
<td>$4,900</td>
<td>$900</td>
<td>$1,375</td>
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<tr>
<td>$1,250</td>
<td>$7,500</td>
<td>$1,750</td>
<td>$5,000</td>
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<tr>
<td>TOTALS</td>
<td>$10,000</td>
<td>$5,000</td>
<td>$2,500</td>
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<thead>
<tr>
<th>PROGRAMS</th>
<th>2020 CORPORATE PARTNER BENEFITS</th>
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<tbody>
<tr>
<td>ADOPTION NETWORK CLEVELAND</td>
<td><strong>PRESENTING</strong></td>
</tr>
<tr>
<td><strong>$20,000</strong></td>
<td><strong>“Presented by” Logo</strong></td>
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<tr>
<td><strong>“Presented by” Logo</strong></td>
<td><strong>Prominent Logo on materials</strong></td>
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<tr>
<td><strong>Logos on front cover; Ad inside cover</strong></td>
<td><strong>Introduce speakers, 1 bid text</strong></td>
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<td><strong>VIP event tickets</strong></td>
<td><strong>Associated with sponsorship</strong></td>
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<tr>
<td><strong>Yes</strong></td>
<td><strong>As “Presenting sponsor”</strong></td>
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<tr>
<th>PROMOTIONAL ADVERTISING</th>
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<tr>
<td><strong>The HUB</strong> (6,000+ followers)</td>
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<tr>
<td><strong>Listing of Corporate Partners throughout website</strong></td>
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<td><strong>E-mail marketing</strong></td>
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<tr>
<th>TOTALS</th>
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<tr>
<td><strong>Charitable Contribution Total</strong></td>
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<td><strong>Meal/Entertainment Total</strong></td>
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<tr>
<td><strong>Potential Corporate Deduction</strong></td>
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Corporate Partner Agreement

1. Select your investment level:
   ___ □ Presenting Level – $20,000
   ___ □ Collaborator Level – $2,500
   ___ □ Advocate Level – $10,000
   ___ □ Friend Level – $1,500
   ___ □ Champion Level – $5,000

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.