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-ten 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

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**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 7,000 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
3. Aflac Corporate Social Responsibility Survey, June 2020
2023 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)

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

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/Listng by level on website
- Sponsor thank you post on social media (Facebook, Twitter, LinkedIn, Instagram)
- Listing by level in Annual Report

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

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

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

1. Select your investment level:
   - [ ] Presenting Level – $20,000
   - [ ] Collaborator Level – $2,500
   - [ ] Advocate Level – $10,000
   - [ ] Friend Level – $1,000
   - [ ] 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:
   - Carol Ryan, Director of Development & Communications
   - Adoption Network Cleveland
   - 12200 Fairhill Road, Suite 3A, Cleveland, OH 44120
   - Phone: (216) 482-2316 Email carol.ryan@adoptionnetwork.org

   Email logo in PNG or EPS format to Carol Ryan at email below.