

Zane Beadles Parade Foundation Parade Partners card 2017 Sponsorship Information

Sponsors benefit from tremendous exposure, including logo or listing on website, recognition in store front posters in retail locations, tremendous print and broadcast advertising, publicity and more.

Sponsorships are available from \$3,000 to \$50,000.

In addition:

- The Zane Beadles Parade Foundation sends out monthly newsletters.
- Each event has a minimum of four dedicated emails that go out to our email database.
- We have 3,200+ Facebook fans.
- Our website averages close to 140,000 views and ~1.5 Million hits monthly.
- Zane has over 30,000 followers on Twitter

[Click here to download 2017 Sponsorship Information](#)

The Parade Partners Card is the signature fundraiser for The Zane Beadles Parade Foundation, supporting the journey of young people going through life changing medical experiences. By supporting the Parade Partners card you will be helping to create supportive communities for young people and their families going through life changing medical experiences, enriching their lives with new experiences and empowering them through education. The Parade Partners Card program is a unique fundraiser premiering in the greater Denver area in 2016. Join the Parade and support our efforts!

The Partners Card formula is simple! Here's how it works:

- ➤ Individuals purchase a Partners Card with cash, check or credit card.
- ➤ The Partners Card entitles the cardholder to a 20% discount at participating retailers and restaurants for a ten-day period from Friday of November 3rd-Sunday November 12th.
- ➤ A portion of the proceeds raised from the Partners Card purchase goes directly to The Zane Beadles Parade Foundation programs and services to support the journey of young people going through life-changing medical experiences.

Partners Card Sponsors underwrite all administrative and production costs of the promotion.

According to past surveys, more than 75% of participating retailers reported sales as well above normal during Partners Card "week".

DID YOU KNOW? Partners Card purchase provide valuable resources:

- **ONE** Partners Card provides one greatest gift program of respite care for a young person going through a life-changing medical experience.
- **TWO** Partners Cards provides two greatest gift programs of respite care for young people going through life-changing medical conditions.
- **THREE** Partners Cards will help us build the Brent's Place Sport Court for families to enjoy while staying at Brent's Place.

BENEFICIARY:

Zane Beadles Parade Foundation

DATE:

November 3-November 12, 2017

PROJECTED ATTENDANCE:

Approximately 3,000 shoppers

WEBSITE:

<http://partnerscard.zanesparade.org>

VALUE:

Save 20% in retail and restaurants throughout the Denver metro area and Boulder

2017 PARTNERS CARD ~ UNDERWRITING CONTRACT

Friday, November 3-November 12, 2017

IVORY TUSK SPONSOR* (Presenting Sponsor) \$50,000+

DIAMOND TUSK SPONSOR
\$35,000+ (\$70,000+ in-kind value)

- Logo recognition on our website, app and newsletter
- Recognition as a sponsor in marketing brochure, print materials and advertisements, subject to availability
- 20 invitations to Partners Card parties
- 75 Partners Cards

RUBY TUSK SPONSOR
\$25,000+ (\$50,000+ in-kind value)

- Logo recognition on website, app and newsletter
- Recognition as a sponsor in marketing brochure, print materials and advertisements, subject to availability
- 10 invitations to Partners Card parties
- 50 Partners Cards

SAPPHIRE TUSK SPONSOR

\$15,000+ (\$30,000+ in-kind value)

- Logo recognition on website, app and newsletter
- Logo identification on Partners Card t-shirt.
- Recognition as a sponsor in marketing brochure, print materials and advertisements, subject to availability
- 5 invitations to Partners Card parties
- 35 Partners Cards

GARNET TUSK SPONSOR

\$10,000+ (\$20,000+ in-kind value)

- Logo recognition on website, app and newsletter
- Recognition as a sponsor in marketing brochure, print materials and advertisements, subject to availability
- 5 invitations to Partners Card parties
- 25 Partners Cards

TOPAZ TUSK SPONSOR

\$7,500+ (\$15,000+ in-kind value)

- Logo recognition on website, app and newsletter
- Recognition as a sponsor in marketing brochure, print materials and advertisements, subject to availability
- Partners Cards

PEARL TUSK SPONSOR

\$5,000+ (\$10,000+ in-kind value)

- Logo recognition on website, app and newsletter
- Recognition as a sponsor in marketing brochure, print materials and advertisements, subject to availability
- 2 invitations to Partners Card parties
- 10 Partners Cards

OPAL SPONSOR

\$3,000+ (\$6,000+ in-kind value)

- Recognition on Partners card website, app and newsletter

- Recognition as a sponsor in marketing brochure, print materials and advertisements, subject to availability
- 2 invitations to Partners Card parties
- 5 Partners Cards

Sponsor benefits includes, but not limited to:

- *Logo recognition in Partners Card website, app and newsletter
- *Logo recognition in signature store-front posters
- *Recognition to ~3,500 Facebook fans (Social Media promotion of 2,500 direct im-pressions and 200 tagged impressions weekly)
- *Sponsors' recognition on www.partnerscard.org (average of amount 10,000 view-ers weekly from September – November)
- *Recognition in a minimum of one dedicated Partners Card email blasts that are distributed to an email database reaching 450 constituents
- ***Recognition on Partners Card press and print materials. More than \$100,000 worth media exposure through paid advertising, donated advertising, editorials, pre and post events coverage, social calendars and in-store promotions.
(*Media partnerships are confirmed throughout the year. Recognition is limited to space and availability, and is based on the contract with that particular media partner)

Name of Individual or Company:

Name as you would like it listed printed materials:

- I (We) prefer not to be listed
- I (We) prefer to be listed as anonymous
- I (We) decline all benefits





Contact Name: _____

Phone: _____

Email: _____

Address: _____

Unit: _____ City: _____ State: _____ Zip: _____

Phone: _____ Total amount: \$ _____

Payable to the Zane Beadles Parade Foundation:

- Check
- Credit Card
- Invoice

Card Number: _____

Exp Date: _____ CVV: _____

Name on the Card: _____

Cardholder's Signature: _____ Date: _____

Please return completed form by May 1st to:

Partners Card ~ Attn: Julie Gart, Executive Director,
P. O. Box 460086, Denver, CO 80246
P: (303) 915-9017 ~ email: Julie@zanesparade.org ~
<http://partnerscard.zanesparade.org>

Note: Only contributions in excess of the benefit package value are deductible as a charitable contribution.