

CORPORATE PARTNERS CIRCLE 2019-2020 SPONSORSHIP LEVELS AND BENEFITS

Why Give?

Through our Corporate Partners Circle, you will increase your company's visibility by supporting programs and events that appeal to a targeted demographic who represent the Who's Who of every leading industry.

- **Increase brand loyalty**
 - Generate unprecedented exposure, recognition and publicity.
- **Change/strengthen brand image**
 - Drive sales. Create positive visibility. Shape consumer attitudes and improve your perception among your target audience.
- **Create product awareness and visibility**
 - High-level awareness. High-level visibility. They're yours as a corporate sponsor.
 - We offer high visibility with our most influential and affluent donors.
- **Drive retail traffic or sales**
 - Our network of more than 50 beneficiary agencies includes nationally recognized human-service agencies, popular summer camps and vital community centers, serving those in need locally and in 66 countries around the world.
- **Highlight community responsibility and corporate social responsibility**
 - Standing behind a cause that is important to your target audience will create social impact.
 - **86%** of consumers are likely to switch to your product or service when you involve a cause or issue in your marketing message.
 - **80%** of consumers can name a company that stands out in their minds as showing concern for social issues.
 - **74%** of consumers are more likely to recommend your product or service to others if you are committed to a social cause.
Source: Cone Corporate Citizen Study, CauseMarketingForum.com
- **Build new and deeper community networks**
 - We recognize that your company has unique needs and our program can be tailored to meet those needs, while ensuring that your generosity directly impacts vulnerable populations in our local and global communities.

- **Enhance company’s credibility and educate the public about products/services**
 - Recognition as a leader in the community through prominent showcasing of your company. Receive VIP program-in-action visits to direct sites to see positive impact of support.
- **Target a niche market**
 - Events targeted to high-income executives and professionals and special interest groups.
 - Smaller scale events that reach highly specialized niche segments, such as our Professional Society.

VALUABLE RIGHTS & BENEFITS BY GIVING LEVEL

**Diamond Partner
\$10,000+**

Jewish Federation of Greater Ann Arbor’s Corporate Partners Circle provides your company with philanthropic opportunities designed to accommodate a variety to fit different marketing plans and budgets.

- **Logo and acknowledgment on:**
 - Website (Corporate Partners Page)
 - E-newsletters
 - Print and electronic invitations
 - Collateral materials associated with events
- **Acknowledgment and exposure in the Jewish and general media**
 - Mention in press releases for Signature Events
- **Name and logo on event signage**
- **Company acknowledgment during event**
- **Corporate materials at Federation Signature Events**

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**Platinum Partner
\$5,000+**

- **Logo and acknowledgment on:**
 - Website (Corporate Partners Page)
 - E-newsletters
 - Print and electronic invitations
 - Collateral materials associated with events
- **Mention in program for Signature Events**
- **Mention in press releases for program in which company is a sponsor**
- **Name and logo on event signage**
- **Company acknowledgment during event**
- **Corporate materials at Federation Signature Events**

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Gold Partner \$2,500+	<ul style="list-style-type: none"> • Logo and acknowledgment on: <ul style="list-style-type: none"> ○ Website (Corporate Partners Page) ○ E-newsletters ○ Print and electronic invitations ○ Collateral materials associated with events • Mention in program for Signature Events • Mention in press releases for program in which company is a sponsor • Name and logo on event signage • Company acknowledgment during event 	
Silver Partner \$1,000+	<ul style="list-style-type: none"> • Logo and acknowledgment on: <ul style="list-style-type: none"> ○ Website (Corporate Partners Page) ○ E-newsletters ○ Print and electronic invitations ○ Collateral materials associated with events • Mention in program for Signature Events • Name and logo on event signage 	□
Bronze Partner \$250+	<ul style="list-style-type: none"> • Logo and acknowledgment on: <ul style="list-style-type: none"> ○ Website (Corporate Partners Page) ○ E-newsletters ○ Print and electronic invitations 	□
<p>OUR PROMISE TO OUR PARTNERS</p> <p><i>We are committed to ensuring that a partnership with Jewish Federation of Greater Ann Arbor is of the highest value to your bottom line and community standing.</i></p>		
For More Information:	<p>Eileen Freed, Executive Director (734) 773-3537 eileenfreed@jewishannarbor.org</p>	□