



# 2016 PARTNERS CARD SPONSORSHIP OPPORTUNITIES

## Partners Card

Partners Card invites shoppers to Shop, Dine and Save 20% at more than 400 participating boutiques, retail chains, and restaurants. Shoppers purchase the card for \$60 which directly supports Camp Twin Lakes. Last year, thanks to the support of restaurants, retailers, card purchasers and donors, Camp Twin Lakes' brand-established annual 10-day October retail fundraising event raised \$330,000, which provided a medically-supportive camp experience for more than 600 children!

## Camp Twin Lakes

For more than 20 years, Camp Twin Lakes has provided life-changing camp experiences to thousands of Georgia's children with serious illnesses, disabilities, and other life challenges. Camp Twin Lakes provides week-long summer camps and year-round weekend retreats at three fully-accessible and medically-supportive campsites, and through hospital-based Camp-To-Go programs across the state of Georgia. Camp Twin Lakes collaborates with nearly 60 nonprofit organizations, each serving a different population, to create customized programs that teach campers to overcome obstacles and grow in their confidence and capabilities. Annually, Camp Twin Lakes serves more than 10,000 campers, leverages support from 3,500 volunteers, and subsidizes 70% of the direct camp costs (\$550) for every camper served. For more information, please visit [www.camptwinlakes.org](http://www.camptwinlakes.org).

## Sponsorship Commitment

CTL's Partners Card is a distinctive opportunity to market your company and create a lasting impact on the lives of children. Partnering with us can:

- Enhance brand awareness and customer loyalty for your company
- Provide employees with an opportunity to participate in a community outreach event
- Foster a unique social and philanthropic venue to cultivate key consumers by associating your company with a respected nonprofit organization that serves children across Georgia

There are several levels of sponsorship available for Partners Card, and we can easily customize a package to fit your company's individual goals and objectives. Each package has a financial contribution that can be met through a voluntary donation from your company or through an in-kind sponsorship/donation.

Questions? Please contact Emma James at (404)-231-9887 or by email at [Emma@CampTwinLakes.org](mailto:Emma@CampTwinLakes.org) to discuss customizing sponsorship opportunities for your company.

# 2016 SPONSORSHIP OPPORTUNITIES

**\$10,000**

## **Partners Card Platinum Sponsor (Multiple Available)**

Prominent full page ad in the Directory  
25 complimentary Partners Cards (\$1,500 value)  
Logo promoted in the following areas:

- Prominently on back of Partners Card (10,000 distributed)
- Prominently on front of Directory (10,000 distributed)
- Prominently on front of Info Brochure (50,000 distributed)
- Press materials & advertising
- Promotional Email (30,000 constituents)
- Partners Card Website and Mobile Card
- Direct Mailer (16,000 constituents)
- Store Promo Posters (1,500 distributed)

**\$5,000**

## **Partners Card Gold Sponsor (Multiple Available)**

Half page ad in the Directory  
10 complimentary Partners Cards (\$600 value)  
Logo promoted in the following areas:

- Information Brochure (50,000 distributed)
- Promo Email (30,000 constituents)
- Partners Card Website
- Direct Mailer (16,000 constituents)

**\$2,500**

## **Partners Card Silver Sponsor (Multiple Available)**

Quarter page ad in the Partners Card Directory  
5 complimentary Partners Cards (\$300 value)  
Logo promoted in the following areas:

- Information Brochure (50,000 distributed)
- Promo Email (30,000 constituents)
- Partners Card Website and Mobile Site
- Direct Mailer (16,000 constituents)

**\$1,000**

## **Partners Card Bronze Sponsor (Multiple Available)**

2 complimentary Partners Cards (\$120 value)  
Logo promoted in the following areas:

- Information Brochure (50,000 distributed)
- Promo Email (30,000 constituents)
- Partners Card Website
- Direct Mailer (16,000 constituents)

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