



# Partners CARD

## SHOP. SAVE. SUPPORT.

**October 22nd to October 28th, 2021\***

*\*With Bonus Weekend from October 29th to October 31st, 2021*

### Partners Card

Partners Card is the premiere shopping fundraiser for Camp Twin Lakes, where shoppers purchase a Partners Card for \$70 and receive a 20% discount for a 7-day period at hundreds of participating retailers and restaurants around the Metro Atlanta area. 100% of the proceeds from Partners Card sales go directly to sending children to Camp Twin Lakes, thanks to the generosity of our sponsors. A full list of retailers and sponsors can be found on at [www.partnerscard.com](http://www.partnerscard.com).

### Camp Twin Lakes

Since 1993, Camp Twin Lakes has provided life-changing camp experiences to thousands of children with serious illnesses, disabilities, and other life challenges. Camp Twin Lakes provides week-long summer camps and year-round weekend retreats at two fully accessible and medically supported campsites. Camp Twin Lakes collaborates with more than 60 nonprofit partners, 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 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

Camp Twin Lakes Partners Card provides a unique 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
- \* Cultivate key consumers by associating your company with a respected nonprofit organization
- \* Attract new customers or clients —*most Partners Card buyers live in 30327, 30305, 30342, 30319, and 30309.*

There are several levels of sponsorship available to support 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 monetary donation from your company or through an in-kind donation of goods/services.

*Please contact **Liz Loreti** at [liz@camptwinlakes.org](mailto:liz@camptwinlakes.org) to discuss sponsorship opportunities.*

## \$25,000 Partners Card Presenting Sponsor

Full-color ad on Directory inside cover

75 complimentary Partners Cards (\$5,250 value)

Logo promoted in the following areas:

- \* Prominently on front of Partners Card (3,000 distributed)
- \* Prominently on front of Mobile Card (2,000 sold)
- \* Prominently on front of Directory (3,000 distributed)
- \* Prominently on front of printed Store Collateral
- \* Promotional Emails (30,000 constituents) and through our Direct Mailer (7,500 distributed)
- \* Partners Card and Camp Twin Lakes Websites

Dedicated social media posts promoting Presenting Sponsorship

## \$15,000 Partners Card Platinum Sponsor

Prominent full-page ad in Directory

40 complimentary Partners Cards (\$2,800 value)

Logo promoted in the following areas:

- \* Prominently on back of Partners Card (3,000 distributed)
- \* Prominently on front of Directory (3,000 distributed)
- \* Inclusion on printed Store Collateral
- \* Promotional Emails (30,000 constituents) and through our Direct Mailer (7,500 distributed)
- \* Partners Card and Camp Twin Lakes Websites

Dedicated social media posts

## \$10,000 Partners Card Gold Sponsor

Full-page ad in Directory

Social Media Mentions

Logo promoted in the following areas:

- Prominently on back of Directory (3,000 distributed)
- Promotional Emails (30,000 constituents)
- \* Listed in Direct Mailer (7,500 distributed)
- \* Partners Card and Camp Twin Lakes Website

25 complimentary Partners Cards (\$1,750 value)

## \$5,000 Partners Card Silver Sponsor

Half-page ad in Directory

Logo/name promoted in the following areas:

- \* Listed in Direct Mailer (7,500 distributed)
- \* Promotional Emails (30,000 constituents)
- \* Partners Card Website

10 complimentary Partners Cards (\$700 value)

## \$2,500 Partners Card Bronze Sponsor

Quarter-page ad in Directory

Logo promoted in the following areas:

- \* Listed in Direct Mailer (7,500 distributed)
- \* Promotional Emails (30,000 constituents)
- \* Partners Card Website

5 complimentary Partners Cards (\$350 value)