



Partners CARD

SHOP. SAVE. SUPPORT.

October 20th to October 29th, 2023

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 10-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.

Camp Twin Lakes

This year, Camp Twin Lakes is celebrating 30 years of providing life-changing camp experiences to thousands of children with serious illnesses, disabilities, and other life challenges. Thanks to our community, we just opened our third campus to serve even more campers with week-long summer camps and year-round weekend retreats that are fully accessible and medically supported. Camp Twin Lakes collaborates with more than 80 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 3,800 volunteers and subsidizes 70% of the direct camp costs (\$550) for every camper served. For more information, please visit 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 **Kellie Glenn** at kellie@camptwinlakes.org to discuss sponsorship opportunities.*

\$25,000 Partners Card Presenting Sponsor

- Full-color ad on Directory inside cover (Deadline Aug. 1st)
- 75 complimentary Partners Cards (\$5,250 value)
- Dedicated social media posts promoting Presenting Sponsorship
- 2 Invitations to Patron Luncheon at AH&L Showhouse and speaking opportunity
- Opportunity to provide favor at Luncheon
- Opportunity to provide VIP Swag Bag item for Patron Sponsors

Logo promoted in the following areas:

- Prominently on front of Physical Card (3,000 distributed)
- Prominently on front of Mobile Card (1,800 sold)
- Prominently on front of Directory (3,000 distributed)
- Prominently on promotional ad in AH&L magazine
- Prominently on front of printed store collateral
- Promotional Emails (30,000 constituents) and through our Direct Mailer (7,500 distributed)
- Logo on Patron Luncheon signage (Deadline May 15th)
- Logo Recognition at Patron Luncheon

\$15,000 Partners Card Platinum Sponsor

- Prominent full-page ad in Directory (Deadline Aug. 1st)
- 40 complimentary Partners Cards (\$2,800 value)
- Dedicated social media posts
- 2 Invitations to Patron Luncheon at AH&L Showhouse
- Opportunity to provide favor at Luncheon
- Opportunity to provide VIP Swag Bag item for Patron Sponsors

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
- Partners Card Website
- Promotional Emails (30,000 constituents) and through our Direct Mailer (7,500 distributed)
- Logo Recognition at Patron Luncheon

\$10,000 Partners Card Gold Sponsor

- Full-page ad in Directory (Deadline Aug. 1st)
- Social media mentions
- 25 complimentary Partners Cards (\$1,750 value)

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 Website
- Logo Recognition at Patron Luncheon

\$5,000 Partners Card Silver Sponsor

- Half-page ad in Directory (Deadline Aug. 1st)
- 10 complimentary Partners Cards (\$700 value)

Logo/name promoted in the following areas:

- Listed in Direct Mailer (7,500 distributed)
- Promotional emails (30,000 constituents)
- Partners Card Website
- Name recognition at Patron Luncheon

\$2,500 Partners Card Bronze Sponsor

- Quarter-page ad in Directory (Deadline Aug. 1st)
- 5 complimentary Partners Cards (\$350 value)

Name promoted in the following areas:

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



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