NATIONAL
SPONSORSHIP PROPOSAL

Helping Them Fulfill Their Dreams!

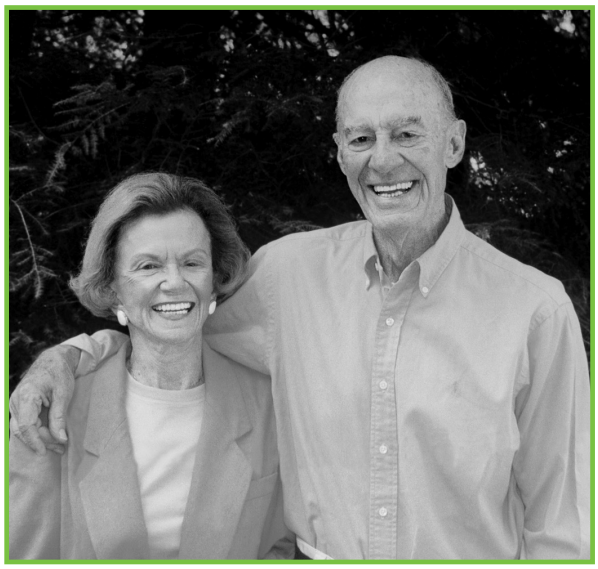
IMAGINE.

BELIEVE.

ACHIEVE.

eckerd connects

Connecting people to their potential.



Jack and Ruth Eckerd, Founders (1968)

History

Over 50 years ago, the outcome of children being removed from their homes due to abuse and neglect, teenage girls and boys desperate for guidance to get back on track, troubled teens in and out of juvenile justice system, youth with dreams who couldn't afford an education…all began to change. It began with one person, Jack Eckerd, who firmly believed that every child, teen, and adult deserves a second chance.

The Eckerd Connects Mission

"Provide and share solutions that promote the well-being of children, young adults and families in need."

This is Eckerd Connects' mission, Eckerd Connects' lifework. It is the essence of over five decades of caring, and it is the foundation of Eckerd Connects' future.

Our Vision

Having the opportunity to succeed is every child and young adult's birthright, and it is Eckerd Connects' vision that for each, this opportunity becomes a reality.

Today, it is our hope that you will help connect people to their potential through our programs that provide much-need assistance to numerous children and families who often have nowhere else to turn in their hour of greatest need. You can help bring them into the Eckerd Connects family, where all people are valued and honored.

NATIONAL SPONSORSHIP PROGRAM

The Eckerd Connects National Sponsorship program is designed to engage corporations who seek partnership with a non-profit that supports the well-being of a diverse culture of underprivileged children, youth and families. Eckerd Connects provides the opportunity for companies to align themselves with a respected non-profit organization recognized for commitment and success for providing second chances through 160+ programs across 20 states. A formal alliance is gained that works toward meeting financial goals of Eckerd Connects, and measured branding recognition to businesses. Partnership benefits help increase business value, brand visibility, enhances employee morale, loyalty and community support, all while helping children, youth, and adults reach their full potential.

Your partnership will help children, youth, and adults reach their full potential!

NATIONAL INSPIRATION SPONSORSHIP

$50,000

- Recognized as a National Sponsor nationwide
- Recognized by the Eckerd Connects National Board of Directors:
  - Invitation to attend a National Board of Directors pre-meeting
  - Introduction and opportunity to speak
  - Recognized in the National Board of Directors newsletter
  - Recognized on the National Sponsor Wall in the Jack & Ruth Eckerd conference room at National Headquarters
- Social Media Marketing Exposure:
  - Video message from company President with company name and web address highlighted on Eckerd Connects National Sponsor program web page
  - Eckerd Connects logo and client pictures on sponsor website with link to Eckerd Connects website
  - Recognized as a National Sponsor on a quarterly basis through an Eckerd Connects social media post across all platforms with 22K+ measured views
  - Highlighted as a National Sponsor on a social media post across all platforms with a link to the Eckerd Connects website blog with business information
- Additional Benefits:
  - 30 second sponsor ad emailed to 2,000+ Eckerd Connects staff
  - Pre-recorded message from company President to air once a month for full year during a Lunch & Learn webinar. Attendee's average 30 to 40 each segment
  - Company name or logo on Lunch & Learn email invitation sent to approximately 14,000 supporters, staff and business associates with about 12 scheduled per year
  - Recognized as a National Sponsor in two Eckerd Connects newsletters delivered to 3,000 supporters
  - Opportunity to present the Success Award to the client at a recognition event
  - First right of refusal for the National Night of Inspiration Title Sponsor and any Eckerd Connects Title sponsorship
  - Media press release
  - Benefits provided for one full year upon receipt of payment
  - Benefits report provided at completion of sponsor year
  - Re-commit for 2nd year for inclusion in the Jack & Ruth Eckerd "Hall of Fame" web page

SUCCESS AWARD SPONSORSHIP

$25,000

- Company name, logo and web address on the Eckerd Connects Corporate web page
- Eckerd Connects logo and client pictures on sponsor website with link to Eckerd site
- Company name on a Workforce Development training room for one full year
- Invitation to be a Keynote Speaker at an Eckerd Connects graduation ceremony
- Opportunity to present the Success Award to the client at a recognition event
- Recognized in two Eckerd Connects newsletters delivered to 3,000 Eckerd supporters
- Benefits provided for one full year upon receipt of payment
- Benefits report provided at completion of sponsor year
- Re-commit for 2nd year for inclusion in the Jack & Ruth Eckerd " Hall of Fame" web page

REGIONAL SPONSORSHIP

$10,000

- Recognized as a program sponsor in the region of your choice
- Company name, logo and web address on the program web page and Facebook
- Recognized in two Eckerd Connects newsletters delivered to 3,000 Eckerd supporters
- Invitation to be a Keynote Speaker at a program event
- Benefits provided for one full year upon receipt of payment

Through your kindness today, YOU can help keep Their HOPE, Their DREAMS and Their VISION Alive!

For more information please contact:

Melanie Webre
Corporate Relations Manager
Mwebre@eckerd.org
(727) 247-2614

Visit us at
Eckerd.org/NationalSponsor

Thank You, for your consideration for partnering with us in a way that will impact children, youth and families we serve for generations to come!

eckerd connects

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To Benefit The Mission of Eckerd Connects.

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