

# 24/25 CORPORATE PARTNER PROGRAM



## DIAMOND \$10,000



### EVENTS

- FRIEND OF THE YEAR AWARDS DINNER RECEPTION CO-SPONSOR
- CO-HOST OF WOMEN SUPERINTENDENTS DINNER WITH 2 TICKETS (EXCLUSIVE TO BEST FRIEND & DIAMOND PARTNERS)
- LOGO REPRESENTATION AT ALL FRIENDS EVENTS
- **PREFERRED** TABLE HOST AT FRIEND OF THE YEAR DINNER (TABLE OF 8)
- PROMINENT LOGO FEATURED ON JUMBOTRON AT FRIEND OF THE YEAR DINNER
- LOGO RECOGNITION IN FRIEND OF THE YEAR DINNER PROGRAM AND ON-SCREEN PRESENTATION DURING EVENT
- OPPORTUNITY TO HOST A FRIENDS & FRIENDS REGIONAL EVENT

### WEB/SOCIAL MEDIA MARKETING

- LOGO WITH LINK IN ALL NEWSLETTERS TO OVER 50K SUBSCRIBERS
- A 100-WORD E-NEWSLETTER "CORPORATE PARTNER SPOTLIGHT" FEATURING YOUR COMPANY WITH LOGO/PHOTO/VIDEO LINK
- USE OF FRIENDS LOGO AND DIAMOND PARTNER SEAL ON YOUR WEBSITE/MATERIALS
- COMPANY LOGO, BIO, AND LINK ON FRIENDS WEBSITE
- ROTATING FEATURED AD ON FRIENDS HOMEPAGE
- 2 INDIVIDUAL SOCIAL MEDIA POSTS AND 1 GROUP POST BY PARTNER LEVEL, WITH AN AUDIENCE OF OVER 31K FOLLOWERS
- 1 FEATURED PROJECT/AD-TYPE POST ON FRIENDS SOCIAL MEDIA CHANNELS

### PRINT/OTHER MARKETING

- LOGO ON FRIENDS POSTER DISTRIBUTED TO OVER 8,700 CAMPUSES AND 1,000+ ISD OFFICES \*COMMIT BY 9/1\*
- FRIENDS SASH/BANNER FOR USE AT TRADE SHOWS, AT REQUEST

## BEST FRIENDS \$25,000

**\*INCLUDES ALL DIAMOND BENEFITS WITH UPGRADES IN BOLD**

### EVENTS

- **TITLE SPONSOR** OF FOY DINNER WITH **PREMIER TABLE LOCATION** (TABLE OF 8) (10K)
- **TITLE SPONSOR** OF ALL FRIENDS EVENTS, INCLUDING WOMEN'S SUPERINTENDENTS DINNER (15K)

### WEB/SOCIAL MEDIA MARKETING

- **TWO** COMPANY PARTNER SOCIAL MEDIA POSTS WITH AN AUDIENCE OF OVER 31K FOLLOWERS
- **TWO** FEATURED PRODUCT/AD-TYPE POSTS (CONTENT PROVIDED BY PARTNER)
- **FEATURED LOGO** INCLUDED AS FRIENDS PARTNER IN ALL E-NEWSLETTERS
- A **150-WORD** "CORPORATE PARTNER SPOTLIGHT" IN THE E-NEWSLETTER FEATURING COMPANY LOGO/PHOTO/VIDEO (CONTENT PROVIDED BY PARTNER)
- **FEATURED BANNER AD ON FRIENDS HOMEPAGE**
- USE OF FRIENDS LOGO AND **BEST FRIEND** PARTNER SEAL ON YOUR WEBSITE/MATERIALS

### PRINT/OTHER MARKETING

- **PREMIER PLACEMENT** OF LOGO ON FRIENDS POSTER DISTRIBUTED TO OVER 8,700 CAMPUSES AND 1,000+ ISD OFFICES \*COMMIT BY 9/1\*

## PLATINUM \$5,000

### EVENTS

- TABLE HOST AT FRIEND OF THE YEAR DINNER (SEATS 8/NAME ON TABLE)
- LOGO RECOGNITION IN FRIEND OF THE YEAR DINNER PROGRAM & ON-SCREEN PRESENTATION DURING EVENT
- LOGO RECOGNITION AT FRIENDS EVENTS
- LOGO FEATURED ON JUMBOTRON AT FRIEND OF THE YEAR DINNER, 2 PARTNERS PER SLIDE

### WEB/SOCIAL MEDIA MARKETING

- COMPANY LOGO & BIO WITH LINK ON FRIENDS WEBSITE
- 1 INDIVIDUAL PARTNER RECOGNITION SOCIAL MEDIA POSTS & 1 PARTNER-LEVEL GROUP POST ON FRIENDS CHANNELS WITH 31K+ FOLLOWERS
- USE OF FRIENDS LOGO AND PLATINUM PARTNER SEAL ON YOUR WEBSITE/MATERIALS
- COMPANY LOGO WITH LINK INCLUDED IN E-NEWSLETTERS TO OVER 50K SUBSCRIBERS

### PRINT/OTHER MARKETING

- LOGO ON FRIENDS LETTERHEAD DISTRIBUTED WITH POSTER TO OVER 8,700 CAMPUSES & 1,000+ ISD OFFICES \*COMMIT BY 9/1\*
- FRIENDS SASH/BANNER FOR USE AT TRADE SHOWS, AT REQUEST

## GOLD \$3,000

- LOGO DISPLAYED ON-SCREEN AT THE FRIEND OF THE YEAR DINNER, 3 PER SLIDE BY PARTNER LEVEL
- COMPANY NAME LISTED IN FRIEND OF THE YEAR DINNER PROGRAM
- COMPANY NAME LISTED AS FRIENDS PARTNER IN E-NEWSLETTERS
- ONE GROUP RECOGNITION ON FRIENDS SOCIAL MEDIA CHANNELS WITH AN AUDIENCE OVER 31K
- USE OF FRIENDS LOGO AND GOLD PARTNER SEAL ON YOUR WEBSITE/MATERIALS
- COMPANY NAME WITH LINK ON FRIENDS WEBSITE
- FRIENDS SASH/BANNER FOR USE AT TRADE SHOWS, AT REQUEST

## SILVER \$1,500

- ONE-TIME GROUP RECOGNITION ON FRIEND SOCIAL MEDIA CHANNELS WITH AN AUDIENCE OVER 31K
- USE OF FRIENDS LOGO AND SILVER PARTNER SEAL ON YOUR WEBSITE/MATERIALS
- COMPANY NAME LISTED ON FRIENDS WEBSITE
- FRIENDS SASH/BANNER FOR USE AT TRADE SHOWS, AT REQUEST

## BRONZE \$500

- USE OF FRIENDS LOGO ON YOUR WEBSITE/MATERIALS
- BRONZE PARTNER DIGITAL SEAL FOR USE ON YOUR MATERIALS
- COMPANY NAME WITH LINK LISTED ON FRIENDS WEBSITE