

Sponsorship Opportunities

The ShelterBox logo features the word "shelter" in a white, lowercase sans-serif font above the word "BOX" in a larger, white, uppercase sans-serif font. A small globe icon is integrated into the letter "O" of "BOX". The logo is set against a solid green rectangular background.

ShelterBox USA is a 501(c)(3) nonprofit organization dedicated to providing shelter, warmth and dignity to the most vulnerable, and has already helped with over 100 disasters in close to 70 countries. We pride ourselves on our ability to react quickly when disaster strikes. Often, ShelterBox is the first outside aid agency on the ground distributing desperately needed shelter and emergency aid to people whose lives have been destroyed. In many cases, our boxes have made the difference between life and death.

Our goal is to provide emergency shelter for 500,000 people each year. And we would love to create a cause marketing program with you.

Why Cause Marketing? According to a recent study, 87% Americans say that they would support a company that supports a cause.

What are some of the benefits in Cause Marketing?

- Building new and deeper community networks,
- Increased brand awareness, enhancement and positioning,
- An opportunity to generate positive PR,
- Potential for increased product sales,
- A powerful cost-efficient alternative and a unique selling point over competitors,
- Team building opportunities, enhanced employee recruitment and retention,
- Networking opportunities,
- Enhanced relations with customers, suppliers, internal offices and regional businesses,
- Improved relations with regional and federal governments, and
- An opportunity to show good corporate social responsibility in action.



WHAT'S IN THE BOX

DONATION HOTLINE: 941 907 6036

DISASTER RELIEF

www.shelterboxusa.org



SPONSORSHIP LEVELS:

Levels of sponsorship will be dependent on donations during calendar year. Sponsorship packets will be specifically tailored for each company. A sample is below. *A sponsorship opportunity for naming placement on a ShelterBox or Tent requires a multi-year commitment.*

Presidential Circle: \$1,000,000

Title Sponsorship of one of the following (for one (1) complete year):

ShelterBox Youth Program (100% of all schools), ShelterBox Response Team Program (major media opportunities during disaster deployments), or the ShelterBox USA Speakers Series (opportunity to have company information presented at each series). Currently, there are 1,000 presentations in one year to audiences up to 80,000).

- Company logo printed on all materials and publications related to special program, including clothing.
- Company logo printed on all newsletters (quarterly print/monthly e-newsletter)
- Company logo on ShelterBox website. (Reciprocal link provided to corporate home page on sponsors and donors page)
- Press Release with media conference.
- Picture and story in Annual Report.

Benefactor: \$500,000

- Company logo in all materials and publications for ShelterBox.
- Company logo printed on all newsletters (quarterly print/monthly e-newsletter).
- Company logo on ShelterBox website. (Reciprocal link provided to corporate home page on sponsors and donors page)
- Press Release about partnership with media conference.
- Story in Annual Report.
- Name on Honor Wall and certificate for 30 boxes.

Titanium: \$250,000

- Company logo in all materials and publications for ShelterBox.
- Company logo printed on all newsletters (quarterly print/monthly e-newsletter).
- Company logo on ShelterBox website. (Reciprocal link provided to corporate home page on sponsors and donors page)
- Press Release with media conference.
- Prominent listing in Annual Report.
- Name on Honor Wall and certificate for 20 boxes.

Platinum: \$100,000

- Acknowledgement in all materials and publications for ShelterBox.
- Company logo printed on all newsletters (quarterly print/monthly e-newsletter).
- Name on ShelterBox website. (Reciprocal link provided to corporate home page on sponsors and donors page)
- Press Release about partnership.
- Listing in Annual Report.
- Name on Honor Wall and certificate for 10 boxes.

Gold: \$50,000

- Acknowledgement in all materials and publications for ShelterBox.
- Name printed on all newsletters (quarterly print/monthly e-newsletter).
- Name on ShelterBox website. (Reciprocal link provided to corporate home page on sponsors and donors page)
- Press Release about partnership.
- Listing in Annual Report.
- Name on Honor Wall and certificate for 10 boxes.

Bronze: \$25,000

- Acknowledgement in selected materials and publications for ShelterBox.
- Name printed on all newsletters (quarterly print/monthly e-newsletter).
- Name on ShelterBox website. (Reciprocal link provided to corporate home page on sponsors and donors page)
- Listing in Annual Report.
- Name on Honor Wall and certificate for 5 boxes.

Silver: \$10,000

- Acknowledgement in selected materials and publications for ShelterBox.
- Name printed on all newsletters (quarterly print/monthly e-newsletter).
- Name on ShelterBox website. (Reciprocal link provided to corporate home page on sponsors and donors page)
- Name on Honor Wall and certificate for 1 box.

Please contact ShelterBox USA for any additional information.

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