

Corporate Partnership Program

In January, 2010, 2-1-1 Broward will implement an integrated marketing campaign that will include elements such as direct mail, e-mail, Web site, events, newsletters, and conferences. 2-1-1 Broward maintains a mailing list of over 3,000 residents, an email distribution of over 2,000 addresses and receives just under 110,000 hits annually by Broward County residents to the 2-1-1 Broward website.

\$10,000 Corporate Partner –

Marketing Benefits:

- Opportunity for issue driven marketing/advertising space on main page of website or specific service page
- Company logo/name on monthly direct mail postcard for 6 months
- Advertising banner in monthly emails
- Prominent placement of advertising space in semi-annual newsletter/annual report
- Company promotional materials distributed at community events attended by 2-1-1
- Company promotional materials distributed at 2-1-1 events
- Company logo on 2-1-1 promotional materials targeted to specific market
- Company name/information included in Twitter messages
- Table of 10 at Annual 2-1-1 Luncheon
- Community name/logo on all Luncheon and press materials
- Full page ad inside cover in Luncheon program journal

Employee Benefits:

- Opportunity for on-site employee outreach on 2-1-1 services or mini social services fair
- Volunteer opportunities for your employees
- Direct access to 2-1-1 Broward services through company website link

\$5,000 Corporate Partner –

Marketing Benefits:

- Marketing/Advertising space on designated page of website
- Company logo/name included in monthly emails
- Advertising space in semi-annual newsletter/annual report
- Company promotional materials distributed at 2-1-1 events
- Company logo on 2-1-1 promotional materials targeted to specific market
- Table of 10 at Annual 2-1-1 Luncheon
- Company name/logo on Luncheon materials
- Full page prominently placed in Luncheon program journal

Employee Benefits:

- Opportunity for on-site employee outreach on 2-1-1 services or mini social services fair
- Volunteer opportunities for your employees
- Direct access to 2-1-1 Broward services through company website link

\$2,500 Corporate Partner –

Marketing Benefits:

- Logo w/link displayed on website
- Company logo/name included in monthly emails
- Company logo/name included in semi-annual newsletter/annual report
- Table of 8 at 2-1-1 Annual Luncheon
- Full page B&W ad inside Luncheon program journal

Employee Benefits:

- Opportunity for on-site employee outreach on 2-1-1 services or mini social services fair
- Volunteer opportunities for your employee
- Direct access to 2-1-1 Broward services through company website link