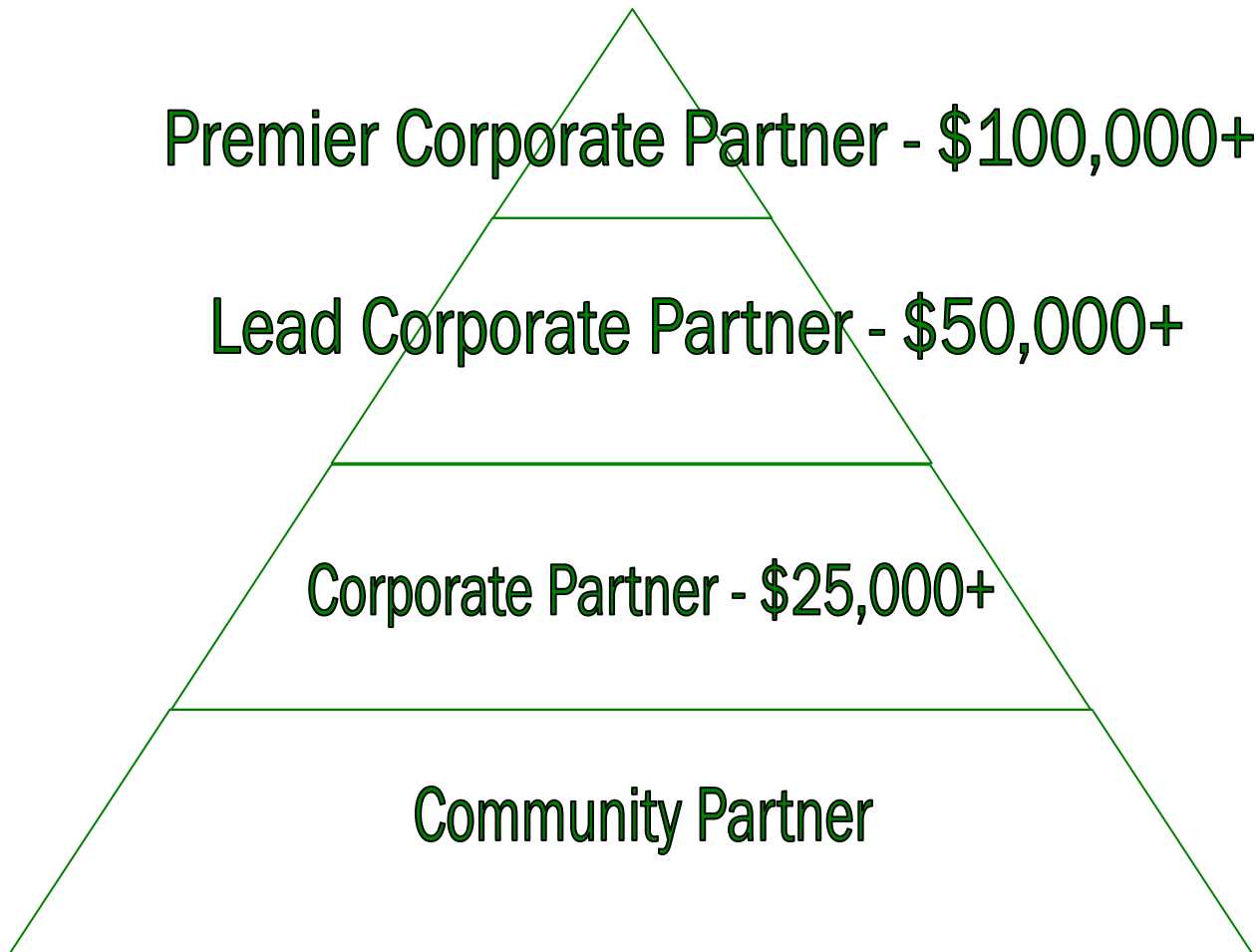


Corporate Partner Levels



All Corporate Partnerships with Heartland Alliance include a minimum cash contribution equal to 80% of the partnership value, except the Community Partner level.

Anniversary Partner: \$25,000 cash support

In 2013, Heartland Alliance will celebrate 125 years of service. For an additional *unrestricted* pledge of **\$25,000**, Anniversary Partners will receive name recognition on all materials promoting the 125th anniversary (July 2012–December 2013). Graduated payment options are available.



A Menu of Options

All Partnership Benefits are considered one-year, unless otherwise noted

Community Partner Commitment to more than one development opportunity and/or multi-touch point commitment to community resources (i.e.— financial gift and participation in a community resources campaign, year-long commitment to in-kind drives)

- ◆ Name listing in Annual Report

\$10,000+

- ◆ Description of gift with name listing in Annual Report

\$25,000+ Corporate Partner (minimum of \$20,000 in cash)

- ◆ Customized partnership tagline
- ◆ Partnership tagline with name listing in Annual Report (online and print versions)
- ◆ Your choice of one Employee Enrichment benefit

\$50,000+ Lead Partner (minimum of \$40,000 in cash)

- ◆ All benefits of Corporate Partner
 - ◆ Logo and partnership tagline in one Heartland Alliance News issue
 - ◆ Logo and partnership tagline on one Heartland Alliance e-communication
 - ◆ One additional Employee Enrichment benefit (2 total)
 - ◆ Your choice of one Preferred Partner benefit
- } Event Visibility is also an option

\$100,000+ Premier Partner (minimum of \$80,000 in cash)

- ◆ All benefits of Lead Partner
 - ◆ Logo (with a link) and partnership tagline on Heartland Alliance web site—first level landing page
 - ◆ One additional Employee Enrichment benefit (3 total)
 - ◆ One additional Preferred Partner benefit (2 total)
- } Event Visibility is also an option

All financial contributions are tax deductible to the extent of the law

Corporate Visibility Options (print)

- ◆ Thank you advertisement in Crain's Business (Corporate philanthropy issue) recognizing corporate partners of Heartland Alliance
- ◆ Thank you advertisement in industry-focused publication recognizing partnership
- ◆ Logo identification on Heartland Alliance Annual Report (extra \$50,000)
- ◆ Logo identification on Heartland Alliance gift catalog postcard reminder (extra \$25,000)

Corporate Visibility Options (online)

- ◆ Logo identification on Heartland Alliance gift catalog web page (extra \$25,000)
- ◆ Logo identification on Heartland Alliance home page (extra \$100,000)

Employee Enrichment Options

- ◆ Customized volunteer project for employees
- ◆ Invitation to President's Council dinners for one employee
- ◆ Participation with in-kind campaign of your choice

Preferred Partner Status

- ◆ Discount on bulk purchases through Heartland Alliance gift catalog
- ◆ Consulted first in relevant business dealings

Benefits *ONLY* offered to partnerships of three years or more

- ◆ Press release announcing the partnership and its value to the community
- ◆ Customized visibility opportunity (i.e. program interaction, mini-event visibility, etc.)