



FREE IMPRESSIONS CORPORATE SPONSORSHIP PROGRAM

Leverage the relationship with your current corporate sponsors to create a win-win situation for all parties - your sponsors, your donors and you.

Maximizing Value for Corporate Partners

Develop an online advertising program designed to leverage the relationship between your charitable organization and your corporate sponsors in effort to subsidize the cost of advertising.

Corporate Sponsorship of Charitable Campaigns

Free Impressions can develop advertising programs for charitable organizations funded by corporate sponsors. Corporate sponsors will be given the opportunity to leverage their cause marketing relationships to achieve additional exposure in advertising and promotional programs developed by the charitable organization.

How Does this Work?

Using Free Impressions turn-key advertising program, charities can involve corporate sponsors in the development and implementation of an online campaign. These programs are made available to charities through Free Impressions, but corporate partners can be involved provided certain provisions are made (for example, corporate sponsors will not receive any direct logo exposure in an advertisement, but will receive exposure and interactivity on a microsite).

Programs are designed to maximize click through rates in efforts to develop a relationship with the user. People are engaged with the advertisement and are incited to click to a microsite. Once at the site, users will have an enriched experience with the charitable and corporate brand, using tactics like online games or contests. Both parties will feed their databases through the collection of relevant information for future marketing efforts.

The value to the corporate sponsor is great. Not only will they be making a donation to your cause, but they will also be seeing a tangible return on their cause-marketing dollar. Your charitable organization will benefit from the added exposure and warm leads that will be collected.

Lets Look at an Example:

A corporate sponsor (like Ford Canada) partners with your charity to build awareness of your cause. A contest is developed giving away a product or service from the sponsor with an integrated online advertising program and game.

Ads engage users first, for example, click to win a Ford Mustang and help a cause. Once users get to the contest microsite, they enter the contest (via an online game that incorporates the Ford product – users have to complete one lap in a race in a certain time) and opt in to receive future messages from your charity and the sponsor. Information is gathered and fed into both organizations database. Users are then prompted to refer friends to join the contest with the reward of additional entries.

Please note: Concepts are developed to suit corporate sponsor and program theme.

What Value Will You Get?

Advertising Impressions: 3,000,000 (6 week program)

Campaign components:

- 3 creative concepts
- 3 Advertising Formats
- Contest Fulfillment
- Microsite design and build
- Contest Game design and build



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Unprecedented value, unconventional tactics.
Demonstrate how you are innovating the charity world.

<u>COST</u>	<u>VALUE</u>	<u>TYPE OF SERVICE</u>
Included	\$29,500	Ad Creative
Included	N/A	Ad Impressions 3,000,000 impressions across the FI Network of Websites.
Included	TBD	Bonus Ad Impressions Negotiated ad impres- sions allocate to the campaign.
Included	N/A	Campaign Management Ongoing reports and strategy.
Included	\$6,000	MicrositeFree Microsite: Design, layout and copy with a maximum of 3 pages.
Included	\$6,500	Contest Develop manage and ful- fill an online contest.
Included	\$8,000	Game Design and build contest game.

Estimated Book Value of Program

Media Space (based on a \$20 CPM)	\$60,000
Production of Contest and Microsite	\$25,000
Production of Advertising	\$25,000
Campaign Management	\$20,000
Total Value to Corporate Sponsor	\$130,000

Compensation Structure

Free Impressions will be compensated a bonus contingent on the performance of the campaign. The model is a results driven bonus structure, compensating Free Impressions for the click through performance the campaign achieves.

- 1 per click above 5000 clicks
- Bonus cap at \$50,000

Total Cost to Corporate Sponsor = \$20,000 plus bonus.

Please note:

- Corporate sponsor logos cannot appear on the online advertising, only on the contest microsite.
- The charity and Corporate Sponsor will be responsible for obtaining all necessary legal approvals of contest rules and regulations.

Alternate Compensation – Management Fee

Free Impressions will also entertain traditional compensation in the form of a management fee for time and materials produced. The program will contain all the same components as mentioned above, at a rate of \$45,000.

If you have questions regarding any other the scenarios above, please do not hesitate to call.

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