



Vested in Effective Giving

A cause-related marketing and media program benefitting your company, organization or campaign while supporting the vital work of San Diego's nonprofit community

Step Up marketing program sponsors and participants are treated as **media clients** with "hearts of gold". Expertly executed media campaigns and promotions are delivered over a 12-month period based on client goals and needs. Benefit values are an estimate of media partners extended pricing commitments and how it directly benefits our supporters and nonprofits. Our goal is to provide a 4:1 investment leveraging ratio in community promotions, media, branding and capacity-building opportunities for each STEP Up sponsor and their partnering nonprofit(s).

INVESTMENT AMOUNT (customized invoicing cycles available)	\$75,000	\$50,000	\$25,000
<p style="text-align: center;">MEDIA BENEFITS</p>	<p>Media <i>benefits and recognition</i> provided by our media partners:</p> <ul style="list-style-type: none"> ▪ 10News San Diego ▪ Cox Communications ▪ Time Warner Cable ▪ KPBS radio ▪ CBS Radio (KyXy) ▪ Radio Latina ▪ San Diego Business Journal <p><i>Media partners are providing \$2.67 for each media dollar they receive.</i></p>		
<p>CUSTOMIZED MEDIA PACKAGES FOR YOUR COMPANY AND NONPROFITS YOU SELECT Media value from a combination of media partners you select. Actual value based on time of year and demographics of your target markets. These are NOT PSA's. This is purchased advertising. Media partners will produce messages.</p>	<p style="text-align: center;">Leveraged value to \$133,350</p>	<p style="text-align: center;">Leveraged value to \$89,000</p>	<p style="text-align: center;">Leveraged value to \$44,500</p>
<p>STEP UP PROMOTIONS STEP-Up receives media spots as contributions from media partners. Your logo will be included on these broadcast/print spots paired with nonprofit and for-profit partners.</p>	<p style="text-align: center;">Added value to \$53,400</p>	<p style="text-align: center;">Added value to \$35,600</p>	<p style="text-align: center;">Added value to \$17,801</p>
<p>TOTAL MEDIA VALUE FOR YOUR INVESTMENT</p>	<p style="text-align: center;">\$186,750</p>	<p style="text-align: center;">\$124,600</p>	<p style="text-align: center;">\$62,300</p>









BENEFITS

The premiere membership package includes:

- Invitations to monthly meetings, networking and other special events
 - Listing on business partner directory of with link to web site
 - Access to Member's only website
 - Electronic newsletters, updates, and publications
 - Employment and In-Kind directory listings
 - Advocacy/public policy work
 - Sponsor Recognition on SANDAN website
 - One table and two passes for SANDAN annual event
 - Vendor table at annual event
 - Exclusive invitations to "In the Know" and other SANDAN special functions
 - Product marketing opportunities at membership events/functions
- Membership valued at \$2,500

In addition, we help create and implement **a customized marketing program to reach SANDAN members and the other 12,000 nonprofits in the San Diego area.**

<p align="center">ADDITIONAL PARTNER BENEFITS</p>	<p align="center"><i>Capacity building benefits <u>for you and/or nonprofits you select</u></i></p>		
	<p align="center">Custom 3-4 minute video for your nonprofit Added value to \$15,000</p>		
	<p align="center">Specialized web analytics class <i>Select up to 12 nonprofit executives to attend. Added value to \$1,200</i></p>		
	<p>Free software and training for your company for one year. Management system for employees to enter volunteer hours and donations...you learn your impact and ROI of employee giving. Added value to \$11,600 (Value higher with more than 400 employees)</p>		
	<p>Specialized software and training for Customer Relationship Management (CRM). You select one nonprofit to receive software license and training. Added value to \$11,500</p>		
<p align="center">UC San Diego  Extension Digital Arts Center</p>	<p align="center">Custom 5 minute video production – plus 2 months support Added value to \$15,000</p>		
<p align="center">UC San Diego  Extension Digital Arts Center</p>	<p align="center">Custom graphic design such as a website, photography, brochure, annual reports, flyers, invitations and more! – <i>plus 2 months support</i> Added value to \$10,000</p>		
<p align="center">SCHOLARSHIPS</p>	<p>Scholarships for nonprofit executives or board members you select. Includes classes or certificate program. Added value to \$2,000</p>		
<p align="center">TOTAL PACKAGE VALUE</p>	<p align="center">\$255,550</p>	<p align="center">\$193,400</p>	<p align="center">\$131,100</p>
<p align="center">EXPENSE ALLOCATION</p>	<p align="center">Media -\$50,000 Program -\$25,000</p>	<p align="center">Media-\$ 33,334 Program -\$16,666</p>	<p align="center">Media-\$16,667 Program - \$8,333</p>