



FANS ACROSS AMERICA<sup>SM</sup>  
CHARITABLE FOUNDATION

## Sponsor & Partner Kit

*Building a community of sports and entertainment fans across America  
to deliver hope, opportunity and support to families with seriously ill children*



*The Fans Across America<sup>®</sup> Charitable Foundation is a People Magazine and Major League Baseball All-Stars Among Us Winner!*

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## The Fans Across America Charitable Foundation

*Imagine being told that your child has a life-threatening illness.*

*How would your family cope with such a life altering diagnosis?*

*What if there was a way we could help alleviate some of the financial burdens these families face as a result of the illness so they could focus on what really matters...their child?*

The Fans Across America® Charitable Foundation, a 501 (c) (3) tax-exempt organization, is an online community of sports and entertainment fans committed to providing much needed financial assistance to families with seriously ill children. In appreciation for their support, Foundation community members receive special promotional offers and discounts from Fans Across America Partners at professional and collegiate sporting events, golf courses, retail outlets, restaurants, entertainment venues and travel destinations. Ultimately, Fans Across America unites fans, athletes, celebrities, businesses and all those committed to making a difference in the lives of these families during the most difficult times.



*"It takes a lot of individuals to support and keep Fans Across America going. I am aware it is not always easy, but their love and support has given us help at a time when even a mother's strength can start to give out. Thank you all so very much."*

**Diana Coppoth**  
**Joshua's mom**

### Family Support Provided

The Fans Across America Charitable Foundation's mission is to provide assistance to families with seriously ill children in the following ways:

1. Financial assistance to help with the "life expenses" associated with the illness (i.e. mortgage, rent, car, food, travel for treatment)
2. Indirect financial assistance through other non-profit organizations and children's hospitals fighting serious childhood illnesses
3. Fans Across America community teams organize members within a community for special events like blood drives and golf tournaments

For more information, please visit us online at [www.fansacrossamerica.org](http://www.fansacrossamerica.org).

## Community-Marketing Model

Unlike most non-profit organizations, the Fans Across America® Charitable Foundation is a consumer-facing brand that was designed and built as a marketing conduit between our sponsors and members (consumers) to help deliver:

- *Value to our community*
- *Promotional opportunities for our sponsors and discount partners*
- *And most importantly, support to families with seriously ill children*

*"I thank God everyday for sending the Fans Across America Charitable Foundation to us. Your Foundation gave my family a chance to catch our breath, something we haven't been able to do for some time now. All of you are truly heaven sent. I'm so very grateful for all you did for us. God bless all of you and please keep praying for Rosie. Much love to all."*



**Jackie Garcia**  
**Rosie's mom**

To achieve these Foundation objectives, Fans Across America has incorporated a relatively unique revenue model for the non-profit industry based on for-profit media principles. This revenue model enables corporate sponsors to make tax-deductible contributions to the Fans Across America Charitable Foundation and leverage our brand through community-sponsorship to reach a core consumer audience they are looking to influence (sports fans / entertainment fans / families). Our business model helps drive communications directly to consumers like most traditional B-to-C ventures. The big difference is that the Fans Across America Charitable Foundation is a 501 (c) (3) tax-exempt organization, and our purpose is to deliver hope, opportunity and support to families with seriously ill children.

## A Marketing Conduit

The Fans Across America® Charitable Foundation is a conduit that connects four distinct groups for mutual benefit:

- **Families:** Fans Across America provides financial assistance to families with serious ill children, helping to relieve some of the financial burden associated with the illness so they can focus on what really matters, their child.
- **Sponsors:** In appreciation for tax-deductible contributions, Fans Across America Sponsors receive various Community-Marketing promotional opportunities on the Fans Across America web site and/or in the weekly newsletter, reaching our online community and beyond.
- **Partners:** Promotional partners receive a free Community-Marketing opportunity on the Fans Across America web site. By simply providing promotional offers and discounts to our community members, promotional partners can easily reach our online community and contribute to our mission.
- **Members:** Free to join, Fans Across America members are part of our team that helps make a difference in the lives of families with seriously ill children. In appreciation for their support, Foundation team members receive special promotional offers, discounts and other information from Fans Across America Sponsors and Partners.



Partnering with the Fans Across America® Charitable Foundation, our Sponsors and Partners have the opportunity to:

- Reach and influence consumers and other groups
- Generate revenue
- Be positively associated with a good cause in which people can relate
- Reach the targeted markets of sports fans, entertainment fans and families
- Generate continuous exposure with the Fans Across America community over the course of their sponsorship
- Heighten overall awareness
- Find new customers and build existing relationships
- Secure a charitable tax-deduction with the IRS



*"We thank God for this Foundation, which enabled our family to continue to persevere throughout the toughest moments of our lives. God bless Fans Across America!"*

**Patricia Rodriguez**  
**Leslie's mom**

### Site Traffic Drivers

To continuously drive interest in the Fans Across America® Charitable Foundation, traffic to our website ([www.fansacrossamerica.org](http://www.fansacrossamerica.org)) and value for our sponsors and partners, we have developed unique content and leverage a variety of tactics, including:

- **Assist-a-Family:** Features families that have current needs due to a child's illness and encourages the Fans Across America community to contribute based on those specific needs listed (i.e. gift cards for groceries). As a 501 (c) (3) tax-exempt organization, all contributions made through the Foundation to assist families (including gift card donations) are tax-deductible.
- **Promotions and Discounts:** Available on the Fans Across America website, members receive valuable discounts from Foundation partners both locally and nationally for professional and collegiate sporting events, golf courses, retail outlets, restaurants, entertainment venues and travel destinations.
- **Walls of Fame:** Brings members the positive side of athletes, celebrities, and professional and collegiate sports teams by providing content that focuses on their positive impact in the communities they serve.
- **Auction Items:** Sports and entertainment memorabilia is auctioned online to raise funds.
- **Weekly Email Blasts:** We deliver weekly email blasts to our database that include information about families we are helping, discounts, videos of the week and Foundation news.
- **Social Network Marketing:** We leverage social networking sites like Facebook (<http://www.facebook.com/fansacrossamerica>), Twitter (<http://twitter.com/fansacrossus>) and LinkedIn to raise awareness and drive traffic to our website.
- **SEO / AdWords:** We utilize Search Engine Optimization (SEO) to ensure the Foundation ranks high on Google, Yahoo and MSN (Bing) search engines.

## Fans Across America Community-Marketing Opportunities

In appreciation for their support, the Fans Across America® Charitable Foundation offers Sponsors a variety of opportunities to effectively reach our online community of sports and entertainment fans, including:

- **Walls of Fame:** Provides space on the site for athletes, teams and celebrities to highlight their foundations and their positive work in the communities they serve. Additional information about Walls of Fame opportunities can be found on page 7.
- **Web Sponsorships:** Each page and section of the Fans Across America web site has promotional opportunities available for Sponsors to reach our online community. Each promotional opportunity is available as either a single page or section sponsorships. For instance, an organization could sponsor just the Arizona Diamondbacks discount page or the entire Sports Discount section. Additional information about web sponsorship opportunities can be found on page 9.
- **Email Sponsorships:** Every week we deliver email blasts to our database that include information about families we are helping, highlights featured discounts, promotes our videos of the week and gives Foundation updates. Sections of the Fans Across America weekly email blast are available for sponsorship. Additional information about email opportunities can be found on page 9.
- **Promotional Partners:** *It's FREE advertising.* By simply providing promotional offers and discounts to our community members, organizations can easily contribute to our mission of delivering hope, opportunity and support to families with seriously ill children. Although there is no fee to be a Promotional Partner, we request that you consider making a tax-deductible contribution to the Foundation. Additional information about and the Promotional Partner agreement can be found on page 11.

*"Without the support of charitable foundations such as Fans Across America, families with seriously ill children would fall into a financial abyss. What once may have been a "normal life" ends with diagnosis. Parents often have to take extended, unpaid leaves from their employment to be with their children during long hospitalizations and months of complicated treatments. The Fans Across America® Charitable Foundation helps remove a significant portion of this financial burden, freeing families to focus on their child's health."*

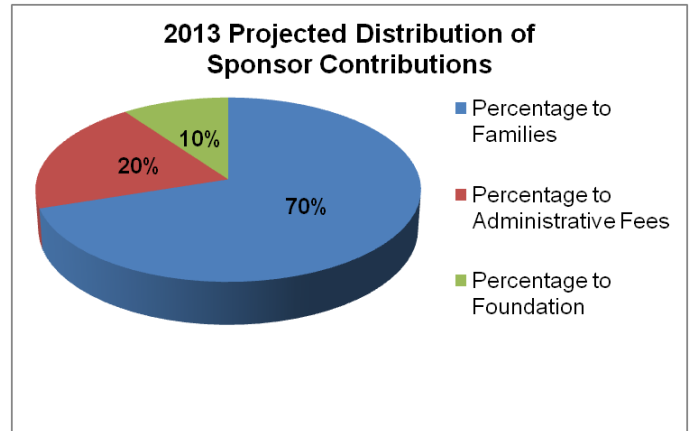
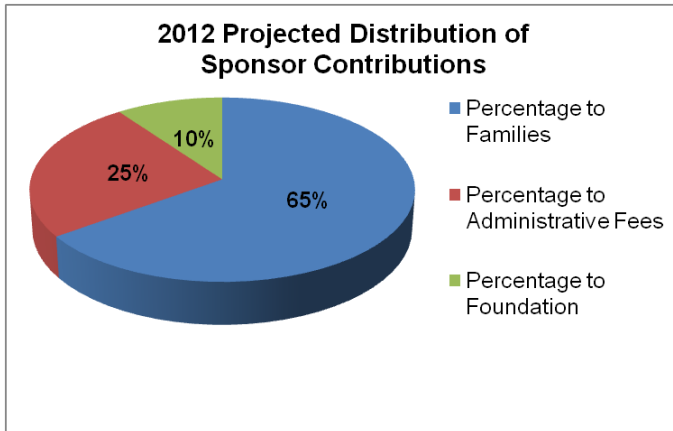
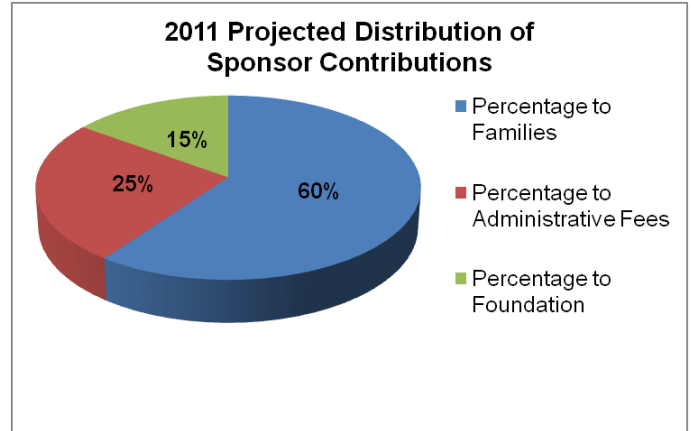
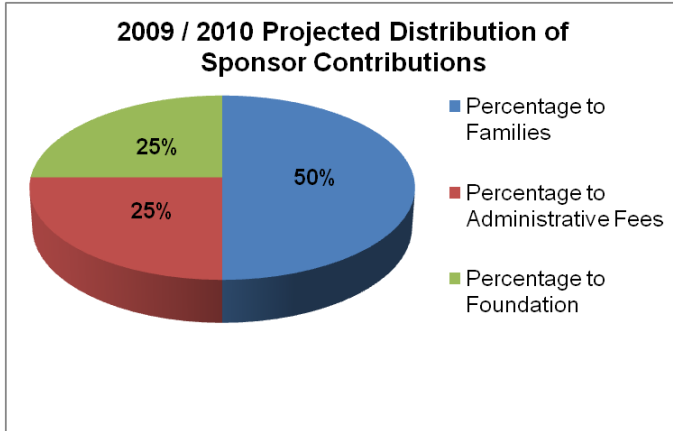


**Gina DeGraw, Social Worker  
Phoenix Children's Hospital**

## Distribution of Sponsor Contributions

The Fans Across America Charitable Foundation is dependent on the support of its Sponsors to help as many families with seriously ill children as possible. Sponsor participation not only allows us to help those families today, it also helps ensure that Fans Across America solidifies its foundation to have an even greater impact tomorrow.

Based on projections, the following is an estimated breakdown of the distribution of Sponsor contributions over the next 4-plus years:



- *Percentage to Families:* The amount of the Sponsor contribution designated to support Foundation families
- *Percentage to Administrative Fees:* The amount of the Sponsor contribution designated for commissions and expenses related to the sale and fulfillment of Sponsorships
- *Percentage to Foundation:* The amount of the Sponsor contribution designated for Foundation growth and stability

## Walls of Fame

*Looking for the positive side of sports and entertainment?*

***The fact is, most athletes, celebrities and teams are making a difference in their communities. You just need a place to hear about it!***

The Fans Across America® Charitable Foundation Walls of Fame provide an exceptional opportunity for athletes, celebrities and professional and collegiate teams to highlight their foundations and/or their positive work in the communities in which they live and serve. The following are Walls of Fame examples:

- **Athletes – Dick and Rick Hoyt**  
[http://www.fansacrossamerica.org/walls\\_of\\_fame/athletes/others/team\\_hoyt.php](http://www.fansacrossamerica.org/walls_of_fame/athletes/others/team_hoyt.php)

Each page is available free of charge. All we ask is that you please consider making an annual tax-deductible contribution to the Fans Across America Charitable Foundation to help us deliver hope, opportunity and support to families with seriously ill children.

### Walls of Fame Details

A page will be created in the *Walls of Fame* section ([http://www.fansacrossamerica.org/walls\\_of\\_fame/](http://www.fansacrossamerica.org/walls_of_fame/)) on the Fans Across America web site. You will then provide us with the content you want featured. As the Walls of Fame section evolves, you will be given a username and password, allowing you to modify the page at any time.

Should you have any questions, please do not hesitate to contact Fans Across America at (602) 230-4333 or [bpetillo@fansacrossamerica.org](mailto:bpetillo@fansacrossamerica.org).

## Walls of Fame Membership Form

Thank you for your generous support and joining the Fans Across America® Charitable Foundation as a Walls of Fame member. We look forward to making this the beginning of a long-term partnership to bring hope, opportunity and support to families with seriously ill children.

Please complete this form and either fax to (602) 230-4301 or mail with a check to:

Fans Across America Charitable Foundation  
23844 S. Power Rd., Suite 102-188  
Queen Creek, AZ 85242

Page Type (circle one)	Tax-Deductible Contribution (circle one)	Amount
Individual Page	Yes / No	
Team Page	Yes / No	
		-----
<b>Total Contribution</b>		

Company: \_\_\_\_\_

Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Title: \_\_\_\_\_ Email: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

To make your tax-deductible contribution using a credit card, please complete the section below:

Circle Card Type:    Visa    MasterCard    Amex    Discover

Credit Card Account Number: \_\_\_\_\_

Expiration Date (MM/YY): \_\_\_\_\_

*The Fans Across America Charitable Foundation is a 501(c)(3) tax-exempt organization. As such, Walls of Fame sponsorships and donations are tax-deductible within IRS regulations.*

## Community-Marketing Website Sponsorship Opportunities

(All sponsorship fees represent an annual tax-deductible contribution)

Page Sponsorship	Sponsorship Type / Position	3 Months	6 Months (5% Discount)	1 Year (15% Discount)
Run of Site (3 available)	Banner – Top of home and all other pages / alternating, except discount, assist-a-family and wall of fame	\$2,250	\$4,275	\$7,650
Home Page - Top (3 available)	Banner – Top / alternating (in lieu of run of site)	\$1,000	\$1,900	\$3,400
Home Page - Side (8 available)	Box – Right side / alternating	\$500	\$950	\$1,700
Discount Page – Any single page	Banner – Top	\$300	\$570	\$1,020
Discount Section – Any (2 available)	Banner – Top / alternating	\$1,200	\$2,280	\$4,080
Walls of Fame - Any single page	Banner – Top	\$300	\$570	\$1,020
Walls of Fame – Any five pages	Banner – Top	\$1,200	\$2,280	\$4,080
Walls of Fame – Any 10 pages	Banner – Top	\$2,250	\$4,275	\$7,650
Assist-a-Family – single page	Banner – Top	\$750	\$1,425	\$2,550
Assist-a-Family – Entire Section (2 available)	Banner – Top / alternating	\$1,200	\$2,280	\$4,080
Video of the week (2 available)	Banner above video / alternating	\$600	\$1,140	\$2,040
Single Pages	Banner – Top of any other pages, except discount, assist-a-family and wall of fame	\$150	\$285	\$510

## Community-Marketing Email Sponsorship Opportunities

(All sponsorship fees represent an annual tax-deductible contribution)

Community Sponsorship	Sponsorship Type / Position	3 Months	6 Months (5% Discount)	1 Year (15% Discount)
Email banner	Banner – Top of weekly Fans Across America email updates	\$1,500	\$2,850	\$5,100
Email Banner	Banner – Middle of weekly Fans Across America email updates	\$900	\$1,710	\$3,420

## Community-Marketing Sponsorship Form

Thank you for joining the Fans Across America team as a Community-Marketing Sponsor. To initiate your sponsorship, simply complete this sponsorship order form with the corresponding details from page 9 and either fax it to (602) 230-4301 or mail it to:

Fans Across America Charitable Foundation  
23844 S. Power Rd., Suite 102-188  
Queen Creek, AZ 85242

Should you have any questions, please do not hesitate to contact Fans Across America at (602) 230-4333 or [bpetillo@fansacrossamerica.org](mailto:bpetillo@fansacrossamerica.org).

Thank you for your generous support, and we look forward to making this the beginning of a long-term partnership to bring hope, opportunity and support to families with seriously ill children.

Page Sponsorship / Section	Sponsorship Term: 3, 6 or 12 Months	Contribution Amount	Total
Example: Home Page - Top	12	\$3,400	\$3,400
Subtotal			
Additional Tax-Deductible Contribution			
<b>Total Contribution</b>			

Company: \_\_\_\_\_

Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Title: \_\_\_\_\_ Email: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

To make your tax-deductible contribution using a credit card, please complete the section below:

Circle Card Type:    Visa    MasterCard    Amex    Discover

Credit Card Account Number: \_\_\_\_\_

Expiration Date (MM/YY): \_\_\_\_\_

Auto-Renewal:    Yes / No

*The Fans Across America Charitable Foundation is a 501(c)(3) tax-exempt organization. As such, all sponsorships and donations are tax-deductible within IRS regulations. To help ensure charitable tax-deductibility of web page and email sponsorships, sponsors should use promotional logos and/or slogans that are an established part of the sponsor's identity ([http://www.irs.gov/publications/p598/ch03.html#en\\_US\\_publink100067506](http://www.irs.gov/publications/p598/ch03.html#en_US_publink100067506)).*

## Promotional Partner Agreement

Welcome to the Fans Across America® Charitable Foundation. Our success in bringing hope, opportunity and support to families with seriously children is dependent upon partnering with organizations like yours to deliver valuable promotions and discounts to our members.

Working with Fans Across America, your organization has the unique opportunity to:

- Generates revenue
- Positively associate your organization with a good cause in which people can relate
- Reach the targeted audience of sports fans, entertainment fans and families
- Heighten awareness
- Find new customers and build existing relationships
- Advertise free to our community members

Fans Across America is the ultimate cause-related marketing opportunity.

### Promotion / Discount Details

Your organization name will be added to the *Promotions & Discount* section on the Fans Across America web site and a username and password will be assigned. You will then add your promotion/discount to the site and have the ability to modify it at any time. This agreement will stay in effect until either party notifies the other of cancellation of participation in writing.

***Also, we ask that you please consider making an optional tax-deductible contribution to the Fans Across America Charitable Foundation by completing the credit card information below.***

Should you have any questions, please do not hesitate to contact Fans Across America at (602) 230-4333 or [bpetillo@fansacrossamerica.org](mailto:bpetillo@fansacrossamerica.org).

Thank you for your generous support, and we look forward to making this the beginning of a long-term partnership to bring hope, opportunity and support to families with seriously ill children.

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### **Please complete the form and either fax or mail to:**

Fans Across America Charitable Foundation  
23844 S. Power Rd., Suite 102-188  
Queen Creek, AZ 85242  
Fax: (602) 230-4301

Company: \_\_\_\_\_

Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Title: \_\_\_\_\_ Email: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

To make a tax-deductible contribution, please complete the section below:

Circle Card Type:    Visa    MasterCard    Amex    Discover

Credit Card Account Number: \_\_\_\_\_

Expiration Date (MM/YY): \_\_\_\_\_

## Fans Across America Contact Information

**Mailing Address:**

Fans Across America Charitable Foundation  
23844 S. Power Rd., Suite 102-188  
Queen Creek, AZ 85242

**Website:**

<http://www.fansacrossamerica.org>

**Phone:**

(602) 230-4333

**Fax:**

(602) 230-4301

**Email:**

[bpetillo@fansacrossamerica.org](mailto:bpetillo@fansacrossamerica.org)