

# Community & SPONSORSHIPS

**LANDERS McLarty**

DODGE CHRYSLER JEEP RAM  
SUBARU

A FRANK WILLIAMS DEALERSHIP



## Sponsorship Requests

GM and Managing Partner, Frank Williams, makes it his mission to ensure that we support our local community. Our Sponsorship structure follows an Annual Model where we choose up to eight charities per year. The chosen charities receive year-round support through our program. In an effort to be more engaged, we no longer do individual event sponsorships. Following are the requirements to be considered as a charity partner, the benefits your organization will receive from us if chosen, and finally the instructions for submitting your proposal needed to be considered for the 2019 sponsorship year.

### Requirements:

- Must be a **publicly visible** organization that serves our **local** community.
  - (i.e., multiple events throughout the year that engages the public, and active social media and media presence).
- Must be willing to provide active presence for us via all publicly available materials and events.
- Must be willing to work in conjunction with our other partners for joint efforts.

### Benefits to Charity Partners:

- Each charity partner will receive a one-time donation at the beginning of the year (the same dollar amount is provided for each).
- We will support each selected charity partner in reaching their goals during our partnership year through inclusion in various marketing and advertising efforts, such as on our Website (with a link back to your site), Social Media, Digital Advertising, Radio, TV Spots, In-store, and Print!
- We will focus on each charity partner solely during that charity's focus month by providing support in whichever areas are needed (i.e., increase awareness, raise funds or donation items, increase volunteers, promote events, etc.). There is also potential for additional donation of a physical need during this focus month.
- The Annual Partnership is a wonderful way for us to deeply engage with our community by providing all our resources to ensure that each charity partner has the most successful year yet!

### Instructions:

If you meet all the requirements listed above, feel your organization is a good match for our active community engagement plan, and wish to become a selected charity partner for the coming sponsorship year, email a proposal containing the following information to [marketing@landersmclartydcjal.com](mailto:marketing@landersmclartydcjal.com) by **August 31, 2018** for consideration in our 2019 sponsorship program. Be sure to include:

1. A description of your organization
2. A list of all events for that calendar year and how we would be able to participate
3. A list of all publicly available materials that you would be willing to provide us presence on, such as: Newsletters, Websites, Social Media, within your family, etc.
4. A description of all the ways you will provide us positive exposure via your various media outlets
5. A list of co-marketing opportunities