



CCSO Alumni Advertising Packet

(revised September 1, 2010)

CCSO ALUMNI ASSOCIATION

WWW.CCSOAlumni.org

ADVERTISING INTRODUCTION

Hello my name is _____ of the CCSO Alumni Association.

Phone: _____ email: _____

As a member of the Advisory Board of the CCSO Alumni Association. Let me tell you a little about our project. In April 2009, several retired members of the Collier County Sheriff's Office decided that many active duty agency members, retirees and those that left in good standing lost contact with their fellow members and become totally out-of-touch in regards to CCSO and other law enforcement activities, such as retirements and promotions, changes in retiree benefits, changes in agency personnel and so much more. There was no mechanism for the agency to share information to retirees as needed.

To fix that, the "CCSO Alumni Association" was born. Our goal has been to maintain the association as an independent entity, so that members would have ownership and feel comfortable using the on-line services, discussion boards and Blogs. As the project developed and quickly grew into a major communications sharing hub for the agency and retirees, we discovered that this Association was something that could and should be replicated in other law enforcement agencies throughout Florida.

With your advertising sponsorship we are sure to bring the CCSO Alumni to become the preeminent law enforcement agency Alumni Association in the state; while maintaining our commitment to provide this service FREE to our projected 500 – 1000 members.

Each year we solicit sponsorship advertising to cover our operating expenses.

In appreciation for your sponsorship we will provide web space and links for advertising your business, services or website. Sponsorships are not tax deductible as *we are not yet an IRS designated tax exempt organization*; but we feel direct targeted advertising to local law enforcement personnel has great added value to your business.

Sponsorship levels are Corporate Platinum: \$500, Gold: \$250 and Silver: \$150 per year and we also offer a Special Event posting of: \$50 per event (explained below). Direct advertising and underwriting of printed promotional material is also available, whereby your company name may be included in our artwork as a corporate sponsor. This would include postcards, fliers and other promotional material. We are also routinely seeking door-prizes for meetings and events.

CHECKS: Sponsorship Checks shall be made out to "CCSO ALUMNI ASSOCIATION".

GUARANTEE: We want you to feel completely comfortable sponsoring this endeavor. A full refund, requested in writing, is permitted within 15 days if you are dissatisfied with our services.

MAIL SPONSORSHIPS TO: Tom Smith—CCSO Alumni, 11153 Palmetto Ridge Drive, Naples, Florida 34110

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SPONSOR LETTER

DATE: _____ SPONSORING ENTITY: _____

BUSINESS CONTACT INFORMATION:

Name: _____

Address: _____

Phone #: _____ E-mail: _____ Website URL: _____

DONATION AMOUNT: \$ _____ [] Cash [] Check [] Donating On-line

Make and Mail Check payable to: **CCSO Alumni Association**, c/o T. Smith, 11153 Palmetto Ridge Dr., Naples, Fl. 34110

Terms: _____

AGREEMENT: The CCSO Alumni Association in exchange for your donation has agreed to:

- [] **Platinum Corporate Sponsorship Level \$500/year:** Provides the same benefits as Gold level sponsorship and additionally offers a graphic link in our webpage footer and quarterly posting of event calendar items to be sent to each website member by automated email notifications prior to the event. Corporate Sponsors will also be highlighted on printed materials during events sponsored by the Association. Corporate Sponsors will also be permitted to offer a presentation during one of our monthly Alumni luncheons to attending members. Underwriting of print materials available for additional fees.
- [] **Gold Level Sponsorship \$250/year:** Provides a "link" in the footer of each site page to your business for 12 months; which includes an additional larger more detailed link and text box describing services headed on our Sponsors web page. This sponsorship level also allows you the limited ability (once per quarter) to announce special event information on the Members Only Calendar. Sponsors who donate at this level will be also able to provide an on-line discount coupon (.jpg or .pdf image – donor provided artwork).
- [] **Silver Level Sponsorship \$150/year:** Provide a link with a small logo to your business website, along with a text box describing services on the Sponsor page for 12 months; (.jpg or .pdf image – donor provides artwork). Sponsors who donate at this level will be able to provide an on-line discount coupon for members to print and redeem.
- [] **Special Event Level \$50:** Provide a text link (small graphic or .pdf image) with information on your special event posted for a maximum of 60 days.
- [] **Other:** _____

Disclaimer: The CCSO Alumni Association is not legally affiliated in any way with the Collier County Sheriff's Office (CCSO); other than the CCSO Alumni Association's membership is comprised of current past and retired members of the CCSO. All personnel working on this project are volunteers. All operations, opinions, views and agreements made by the CCSO Alumni Association are independent and in no way associated with the CCSO. Any sponsorship to maintain the association's website is accepted in sole exchange for web advertising links, acknowledgment on the CCSO Alumni Association website or recognition during special events. The CCSO Alumni is not an IRS Tax exempt organization at this time. Sales, offers or discounts offered by sponsors for the CCSO Alumni Association are done so without any liability of the CCSO Alumni Association or the CCSO.

Contact: TSmith@CCSOAlumni.org for further information

C://CCSO Alumni Advertising Packet (rev.09-01-2010)