



# Community Cooperative Sponsorship for Outdoor Learning Initiative

[Morristown/Jefferson City, TN Campaign]

**Would you like to pay as little as \$200 to get your business name & promotion into the hands of more than 2000 potential or repeat customers?**

We are personally inviting 30, hand selected businesses in the Morristown/Jefferson City area, to be included in this unique targeted promotional campaign, as a sponsor for Outdoor Learning Initiative and our efforts to invest in the youth of our community. These spots are highly desirable as they provide an opportunity for your business to have exclusive access to more than 2000 potential/repeat customers who will see your unique promotion, over and over throughout the course of the 2019-2020 academic calendar.

*Business Sponsors that are accepted into our 1 year sponsorship/marketing campaign will have their ad or message included on our Community Coop Card [see example], AND receive several other benefits from their sponsorship.*



**We do the hard work and you reap the rewards!**

We do this by harnessing the power of cooperative marketing to generate exponential results on the minimal investment of each member of the coop.



## Here's how it works:

Sponsors will make a minimal investment of \$200 and will receive the following:

- 2 Scholarships valued at \$125 each that can be awarded in your name, to any school or community group of your choice within the Morristown/Jefferson City Area. Each scholarship is redeemable for 1 Bio Lab Program. This is a \$250 value.
- Your ad or message will be printed on more than 2000 of our Community Cooperative Card. These cards will be produced and distributed among groups such as local churches, youth groups, scouting organizations, and other community organizations. Recipient groups agree to distribute all Community Cooperative Cards to eager members within their own community of influence.
- Sponsors will also receive 30 Community Coop Cards to be given out to their own friends, family or customers.
- Community Cooperative Cards will be valid for one year and can be utilized by our local community throughout that year, over and over again.

## Sample of Ad Content



## Sample of Card Stock Style

