



Jan.-June 2012



The Salvation Army Kroc Center
Corporate
Sponsorship
Packages

Sponsorship Period of January 1-June 9, 2012
Questions? 1765 W Golf Course Rd. Coeur d'Alene, ID 83815
208.667.1865 | development@kroccda.org | www.kroccda.org



RAY & JOAN
KROC CENTER
COEUR D'ALENE, ID



Corporate Sponsorship Program

The Salvation Army Kroc Center offers 5 levels of sponsorships. Sponsorships are based on our triannual program guide schedule, and can be renewed three times a year.

- \$100** ADOPT-A-PROGRAM
- \$500** FRIEND OF THE KROC
- \$1000** SILVER SPONSOR
- \$2500** GOLD SPONSOR
- \$5000** PLATINUM SPONSOR
- \$5000** SPECIAL EVENT SPONSOR

While our sponsorship program is based on standard packages and pricing, The Kroc Center is willing to custom build any sponsor's package to directly address the needs and wants of your specific marketing efforts. Let us work with you to build a dynamic, creative and successful sponsorship!

Partner with The Salvation Army Kroc Center and demonstrate your commitment to our community.

A VALUE ADDED PARTNERSHIP

The Salvation Army Ray and Joan Kroc Corps Community Center offers businesses of all shapes and sizes partnership opportunities. These collaborations provide The Kroc Center with funding for public programs and events, scholarships to The Kroc Center, educational programming and community outreach events, while providing companies the advantages of unique marketing opportunities, a captive local audience, and rewarding and fun company benefits.

YOUR LOCAL MARKETING SOLUTION

Sponsorships are available three times a year, in conjunction with the release of The Kroc Center's triannual Program Guide. Fully integrated advertising campaigns, a large, stable membership base, and strong community buy-in combine to create maximum exposure and a perfect advertising opportunity for your business.

ABOUT THE KROC CENTER

The Kroc Center strives to bring the highest quality programming, activities and services to every member of our community. Activities at The Kroc are designed for the entire family, as well as for each individual age group, allowing for every person's needs to be adequately met. By partnering with The Kroc Center, you will instantly gain access to this captive audience, giving your company brand name recognition within our local community.

Most Exposure for Your Business

Kroc Corporate Sponsorship Levels

	Friend of The Kroc \$500 100,000 IMPRESSIONS	Silver Sponsor \$1000 208,500 IMPRESSIONS	Gold Sponsor \$2500 438,500 IMPRESSIONS	Platinum Sponsor \$5000 805,500 IMPRESSIONS
Name Recognition in Program Guide	●	●	●	●
Logo Recognition on Kroc website	●	●	●	●
Link to Your Website	●	●	●	●
Logo on Program TV Slide in Kroc Center	●	●	●	●
Comprehensive Marketing Report Following Sponsorship Period	●	●	●	●
Logo Featured on Specialty Program Flyer or Brochure		●	●	●
Logo on Program Banner in Kroc Center			●	●
Logo featured on exclusive poster			●	●
Name recognition on social media sites			●	●
Name recognition at event/program				●
Logo featured on epush				●
Opportunity to promote your business in The Kroc Center				●
CURRENT SPONSORSHIP OPPORTUNITIES	<ul style="list-style-type: none"> • Date Night • Kroc Youth Group • Common Cents • Jr. Water Polo • Weight Loss Challenge • Youth Theater 	<ul style="list-style-type: none"> • Jr. Triathlon • CPR/First Aid Training • A/V Classes • Water Polo • Boot Camp • Youth Dance 	ONLY 4 OPPORTUNITIES <ul style="list-style-type: none"> • Homework Help • Swim Lessons • School's Out Day Camps • The Kroc-Man Indoor Triathlon 	ONLY 2 OPPORTUNITIES! <ul style="list-style-type: none"> • Resonance Music Ministry Conference • Spring Break: A Week of Fun Family Activities

2012
for drive
for hope
KROC CENTER SCHOLARSHIP
GOLF TOURNAMENT



Huge exposure, low cost!

Sponsor the 4th annual Drive for Hope Golf Tournament for just \$5,000!

MEDIA RECOGNITION

- Logo featured on special event posters that are posted throughout Coeur d'Alene
- Logo on flyers distributed locally
- Logo on epush
- Logo on exclusive event webpage
- Link to your website on event webpage
- Logo on event slide on TVs in Kroc Center
- Logo on event banner in lobby and at event
- Opportunity to put small flyer/item in golfers' goodie bags! (Approx. 150 Pieces)

ADDITIONAL BENEFITS

- Comprehensive marketing report following sponsorship period

Advertise in The Kroc Program Guide and instantly reach a captive audience.

10,000 PIECES PRINTED/

The Kroc Center is now offering a one-of-a-kind advertising opportunity to businesses who want to reach a captive audience. Published three times per year, The Kroc Center Program Guide is the go-to guide for both Kroc Center members and guests who are looking for local programs, events and activities. 10,000 copies of each publication is distributed, and many of the copies are referenced many times in a season. The Program Guide is also accessible online in an easy to read electronic format.

NOW OFFERING 2 NEW ADVERTISING OPTIONS:

- 1. Full Page Ad-\$1000**
- 2. Half Page Ad-\$500**

Make your marketing dollars go further!

Partner with The Kroc today!

By becoming a corporate sponsor of The Kroc Center, your company will profit from extensive marketing and promotional campaigns, all without lifting a finger. Use your marketing dollars to reach a targeted local audience, while enjoying all of the benefits of supporting a non-profit. By providing you with all of the tools you need, we make it easy to broaden your market share and create your own niche in our local community.

Make it count.

IT PAYS TO SPONSOR THE KROC.

Become a part of one of our integrated programming campaigns and see how the impressions add up.

KROC CENTER MEDIA IMPRESSIONS

Instantly reach 18,000 Kroc members through print, online and social media.

- Program Guide: 10,000 printed, 60,000 impressions total
- Website: 47,000 page views/month
- Social Media: 35,000 views/month
- Epush: 8,000 subscribers
- Fliers: 2,500/month
- Tv/Banners/Posters: 55,000 views/month
- Ramsey Rd. Reader Board: 45,000 vehicles/day



MAKING YOUR MARK IS EASY.

TO LEARN MORE OR TO APPLY FOR A KROC CORPORATE SPONSORSHIP, CALL THE KROC CENTER DEVELOPMENT DEPARTMENT AT 208.763.0592 OR EMAIL CHRISTY.MARKHAM@USW.SALVATIONARMY.ORG.

The Kroc Center Story

The 123,000 square-foot Coeur d'Alene Kroc Center redefines what a community center is all about. This unprecedented place of gathering and enrichment houses an array of education, sports, faith, arts and supportive programs never before assembled in the Inland Northwest. The programs, as well as the building itself, have been designed to stimulate the mind, body and spirit, to provide hope, and to transform the life of each and every member of the community.

Joan Kroc, wife of McDonald's founder Ray Kroc, had a clear vision in mind: build state-of-the-art recreational and arts facilities in underserved communities throughout the nation to ensure that all individuals have equal opportunities to grow their natural gifts and talents. In 2003, Mrs. Kroc passed away, and entrusted to The Salvation Army the largest gift ever given to a private charity for the express purpose of building and endowing Kroc Centers.

A fulfillment of Joan Kroc's vision, The Kroc Center in Coeur d'Alene is a nearly \$80 million investment in the community set amongst 12 acres off of Ramsey Road. The Center is comprised of four major components: a center of worship and performance venue, an aquatics center, fitness and recreation center, and special event facilities.

CONTACT THE KROC DEVELOPMENT DEPARTMENT

Christy Markham
Development Director
208.763.0592
christy.markham@kroccda.org

www.kroccda.org



RAY & JOAN
KROC CENTER
COEUR D'ALENE, ID

Sponsorship Period of September 1-December 31, 2011
Questions? 1765 W Golf Course Rd. Coeur d'Alene, ID 83815
208.667.1865 | development@kroccda.org | www.kroccda.org