



Sponsorship & Donation Tiers

DIAMOND SPONSOR LEVEL: \$50,000+ *(Only one sponsorship available per year)*

Benefits:

- All the benefits of the Gold Sponsorship AND the following:
- Title sponsor status for 1 year for the FTG Challenge (e.g., "FTG Challenge Presented by [your business]")
- Logo prominently featured on all promotional materials, merchandise, and social media posts for FTG and the FTG Challenge, listed as our Platinum Sponsor.
- Personalized video message from Brad Lee Schroeder promoting the sponsor, for your use, as well as posted on FTG & Brad Lee's social media sites and websites.

PLATINUM SPONSOR LEVEL – \$25,000 *(Only three sponsorship available per year)*

Benefits:

- All the benefits of the Silver Sponsorship AND the following:
- Large logo placement on promotional materials.
- Mention your business in all the FTG Challenge press releases and marketing for one year.
- Opportunity for a co-branded Challenge event or live performance at your location

GOLD SPONSOR LEVEL – \$10,000

Benefits:

- All the benefits of the Bronze Sponsorship AND the following:
- Dedicated post on all FTG and Brad Lee Schroeder's social media pages & websites, thanking you for your donation and commitment with hyperlink to your business.
- Logo on Brad Lee Schroeder's website listed as a sponsor for the FTG Challenge with hyperlink to your business website.



SILVER SPONSOR LEVEL – \$5,000

Benefits:

- All the benefits of the Supporting sponsorship AND the following:
- Your logo placement on promotional materials.
- Your business name mentioned in every monthly newsletter to all our supporters for one year.

BRONZE SPONSOR LEVEL – \$2,500

Benefits:

- All the benefits of the Community Champion sponsorship AND the following:
- Recognition in a separate “Thank You” social media post with hyperlink to your business.

OTHER DONATION OPTIONS:

Community Champion – \$1,000

Benefits: Your name listed on Brad Lee Schroeder’s website under FTG Challenge, Social media mention, your name on sponsor page of the FTG Website and a Certificate of Appreciation.

Friend of the Cause – \$500

Benefits: Social media mention, your name listed on sponsor page of the FTG website, and a Certificate of Appreciation.

Good Follower – \$250

Benefits: Your name listed on sponsor page of the FTG website and a Certificate of Appreciation.

FTG Supporter – \$100

Benefits: A Certificate of Appreciation for your generous donation.



Disclosure Statement

Thank you for considering sponsorship opportunities with Follow The Good, Inc. To maintain transparency and clarity in our partnerships, we have prepared the following disclosure statement:

1. Follow The Good, Inc. is a 501(c)(3) nonprofit organization, and all donations are tax-deductible to the extent allowed by law. Please consult with your tax advisor for specific details regarding your contribution.
2. Subject to Change: Sponsorship packages, activations, and sponsorship levels outlined in this deck are subject to change without prior notice. While we strive to provide accurate and up-to-date information, adjustments may be necessary to better align with the needs of our organization and our sponsors.
3. Flexibility: We value flexibility in our partnerships and are committed to working closely with sponsors to tailor activations and benefits to meet their specific objectives and preferences. Any modifications to the sponsorship packages will be communicated promptly and discussed collaboratively.
4. Cancellation: In the event of unforeseen circumstances or force majeure events, Follow The Good, Inc. reserves the right to cancel or postpone fundraising events. While every effort will be made to accommodate sponsors in such situations, we cannot guarantee refunds or compensation for any financial commitments made prior to the cancellation or postponement.
5. Brand Representation: Sponsors are responsible for providing accurate brand materials, logos, and content for inclusion in event materials and promotions. Follow The Good, Inc. reserves the right to review and approve all sponsored content to ensure alignment with our mission and values.
6. Liability: Follow The Good, Inc. is not liable for any damages, losses, or liabilities incurred by sponsors as a result of their participation in our fundraising events. Sponsors are encouraged to obtain their own insurance coverage to mitigate any potential risks associated with their involvement.
7. Ethical Standards: We uphold the highest ethical standards in all our partnerships and expect sponsors to adhere to similar principles. Any sponsorship agreements found to be in conflict with our values or potentially detrimental to our organization will be subject to review and possible termination.
8. Confidentiality: Information shared in the context of sponsorship negotiations and agreements will be treated with strict confidentiality. Sponsors can trust that their proprietary information and business strategies will not be disclosed to third parties without their consent.
9. Legal Compliance: Follow The Good, Inc. operates in compliance with all relevant laws and regulations governing charitable organizations and fundraising activities. Sponsors are expected to conduct their operations in accordance with applicable laws and ethical guidelines. By engaging in sponsorship opportunities with Follow The Good, Inc, sponsors acknowledge and agree to abide by the terms outlined in this disclosure statement. We appreciate your support and look forward to building a meaningful partnership that benefits our organization and the communities we serve.