

# GIVE. ADVOCATE. VOLUNTEER. LIVE UNITED



## United Way of Escambia County & Ballinger Publishing Co-Marketing Plan

### Objective:

To magnify the positive image of Ballinger Publishing in our community by co-branding with United Way.  
To strengthen the United Way brand through exposure to Ballinger Publishing readers in our community.

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### United Way of Escambia County will provide to Ballinger Publishing:

- Recognition as a Diamond-Level sponsor as outlined in current Communications Sponsorship Package (see attached).

### Ballinger Publishing will provide to United Way of Escambia County:

- Ad and editorial space in Ballinger publications valuing \$10,000 or more.

Handwritten signature of Malcolm Ballinger in cursive script.

**Malcolm Ballinger**  
Owner/Publisher  
Ballinger Publishing

Handwritten signature of Andrea Farage in cursive script.

**Andrea Farage**  
President/CEO  
United Way of Escambia County

Handwritten signature of Rachael Cox in cursive script.

**Rachael Cox**  
Marketing & Communications Mgr  
United Way of Escambia County

Date 04/11/2012