

GIVE. ADVOCATE. VOLUNTEER. LIVE UNITED



United Way of Escambia County/Cox Communications Co-Marketing Plan

Objective:

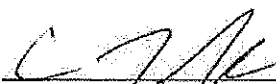
To strengthen the United Way brand through exposure to Cox Communications' viewers in the Escambia County market. To magnify the positive image of Cox Communications in the Escambia County market by co-branding with United Way.


United Way of Escambia County will provide to Cox:

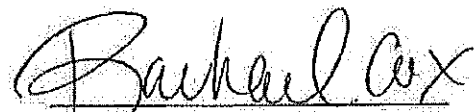
- Recognition at the top (Diamond) level as outlined in current Communications Sponsorship Package (see attached).

Cox will provide to United Way of Escambia County:

- Production and airtime for up to four public service announcements through the year (value = \$4,500).
- Airtime for up to four additional public service announcements produced by other sources (value = \$3,500).
- Participation in up to two episodes of Cox Community Connection with dates TBD. (value = \$5,000) *PC*


Cameron Johnson
Manager, Public Affairs
Cox Florida/Georgia


Andrea Krieger
President/CEO
United Way of Escambia County


Rachael Cox
Marketing & Communications Dtr
United Way of Escambia County

Date

05/28/14

In-kind sponsorship agreement between
UNITED WAY OF ESCAMBIA COUNTY
and
PNJ MEDIA SOLUTIONS
for co-promotion of
UNITED WAY EVENTS, June 2014-May 2015

PNJ MEDIA SOLUTIONS WILL PROVIDE TO UNITED WAY OF ESCAMBIA COUNTY:

- **300 column inches** in advertising to promote United Way events in the Pensacola News Journal or Weekender. Dates to be determined. **Sponsorship value: \$7,500**
- Ads will appear in promo space as available. **(Donation)**

United Way will design print ads. Pensacola News Journal logo must be placed in all sponsored ads. No other print media logos are permitted in sponsored ads. Color is donated when available. Ad placement may be requested but is not guaranteed. Wednesdays and Sundays are not available for sponsored ad placement. Requested run dates are subject to space availability. Sponsored advertising space is forfeited if ads are not received by deadline. All ads to run by May 31, 2015.

Total sponsorship value: \$7,500

UNITED WAY OF ESCAMBIA COUNTY WILL PROVIDE TO PNJ MEDIA SOLUTIONS:

- **Logo featured on the following materials:**
 - Campaign promotional items** (including 25,000 brochures, 500 posters and the campaign video).
 - Campaign Kick-Off & Victory Celebration materials** (including fliers, programs, table signage and PowerPoint presentations).
 - United Way of Escambia County T-shirts.**
 - Newsletters** (print and email).
 - United Way of Escambia County event materials** (including Annual Reports, campaign signage Annual Meeting signage, Day of Caring, Emerging Leaders Society and other special event signage and promotional materials as available).
 - United Way of Escambia County's Website and Facebook page** as a sponsor with link to pnj.com.
 - Program materials** for Loaned Executive Leadership courses once a quarter.
 - 2-1-1 information referral service website** with link to pnj.com.
- **Name recognition on the following materials:**
 - Public service announcements (as available and relevant).
 - Quarterly Facebook updates profiling your company (PNJ Media Solutions must provide updates).
 - Company name listed in Annual Report as a Diamond Level Donor.
- **Company banner** at special events (provide by PNJ Media Solutions).
- **Recognition** at events (PNJ Media Solutions may provide :30 commercial).
- **Tickets for one table of eight** at the United Way of Escambia County Annual Meeting.
- **Four tickets** for the United Way of Escambia County's Passport to Unite event.
- **Four LIVE UNITED T-shirts.**
- **Plaque** recognizing the Pensacola News Journal's contribution.

Total trade value: \$7,500

In-kind sponsorship agreement between **UNITED WAY OF ESCAMBIA COUNTY** and **PNJ MEDIA SOLUTIONS**
for co-promotion of **UNITED WAY EVENTS, May 2013-April 2014, continued.**

Andrea Krieger, President/CEO, United Way of Escambia County

Terry Horne, President and Publisher, Pensacola News Journal

Scott LaFuria, Regional Controller, Pensacola News Journal

Mitzi Shanholtzer, Special Projects Manager, Pensacola News Journal