

COPPS CAUSES



Partnership Guide



Dear Friend:

Cops 4 Causes has one goal: to engage law enforcement officials and community members at large to raise funds and awareness for those who are faced with life-altering circumstances. We have seen that when communities pull together to accomplish something for the greater good, miracles happen – and that’s why we’re here. We couldn’t be happier to see that you’ve taken interest in joining our mission to strengthening our communities and benefit those who need it most.

In the past, Cops 4 Causes has proven to touch the lives of not only the designated beneficiary, but to all those who are involved in making things happen. Companies and law enforcement agencies like yours are able to realize the full scope of their contributions, and see the impact their generosity has had on the community as a whole. Cops 4 Causes is such an organization, and we couldn’t be more proud than to share the power of your contributions.

We believe that alliances are most successful when relationships extend beyond simply giving and receiving funds. When common goals and strategies are embraced as a total community effort, when the relationship between consumer and constituent are deepened, the force of our goal awakens the creative spirit in us all. This is when lives are touched and communities are changed forever.

Cops 4 Causes is proud to offer five levels of sponsorship, delineated by the value of cash and in-kind donations. However, we firmly believe that the strongest alliances formed are those that can incorporate the various assets a corporation or agency may have to offer. We seek to integrate and engage those assets to form the healthiest alliance possible.

Throughout this kit, you will discover the basic strategy and approval process our organization employs to negotiate such alliances. Please remember as you read through this packet that each and every alliance formed with Cops 4 Causes is unique; any alliance negotiated will be customized specifically to meet the goals of both parties.

We are excited by your interested in becoming our potential partner. We take pride in all that we seek to accomplish and cannot wait to discover the impact your partnership promises to those who need it most.

Sincerely,

A handwritten signature in black ink, appearing to read "Chris Landavazo", written in a cursive style.

Deputy Christopher T. Landavazo
President and Founder of Cops 4 Causes



Building of a Strategic Alliance

Cops 4 Causes wants its partners to know exactly how much they are valued, and that is why we are dedicated to building long-lasting alliances with our partners. The organization truly believes in strategically integrating the many assets of an individual, corporate and law enforcement agency sponsors in order to advance the cause of our mission. Here are the areas in which we could most use your help:

- **Cops 4 Causes Charitable Funds** – Working capital dollars that can be channeled through our main office and delegated to our beneficiaries and for the operational functions of the charity.
- **In-kind Resources** – Budget-relieving products that may be used for benefits and/or charity operations.
- **Marketing/Advertising Support** – Any advertising opportunity by which Cops 4 Causes may share its mission, programs, and philosophy to a greater audience, thereby enabling and increase in donations, volunteers, and awareness.
- **Employee Participation** - A corporation's commitment to promoting awareness of Cops 4 Causes to their workforce, and encouraging active participation, volunteerism, referrals, and donations.
- **Liaison** – A corporation's commitment to provide introductions to corporate partners and friends who may be able to become future supporters of the Organization.



Corporate Sponsorship Levels

Cops 4 Causes offers life-long and short term sponsorship opportunities to accommodate individual, company, and law enforcement agency contributions to achieve our mission. As a sponsor, Cops 4 Causes pledges its highest level of commitment to ensure that your contributions will be dutifully directed to positively impact the lives of thousands of children, adults and law enforcement personnel with life-altering circumstances.

Premier Sponsor: \$150,000 + guaranteed cash and in-kind contribution. Embrace a life-long title sponsorship with signature campaign by making an arresting commitment to embrace the Cops 4 Causes mission. Claim premier sponsorship status and receive maximum recognition, rights and benefits from the Cops 4 Causes Foundation, at all Cops 4 Causes charity events.

Mission Hero: \$100,000 guaranteed cash and in-kind contribution. Embrace a life-time co-sponsorship of a signature campaign by making an arresting commitment to embrace the Cops 4 Causes mission. Claim co-sponsorship status and receive substantial recognition, rights and benefits from the Cops 4 Causes Foundation, at all Cops 4 Causes charity events.

Mission Protector: \$50,000 guaranteed cash and in-kind contribution. Embrace a life-long co-sponsorship of a campaign by making an arresting commitment to embrace the Cops 4 Causes mission. Claim co-sponsorship status and receive recognition, rights and benefits from the Cops 4 Causes Foundation, at all Cops 4 Causes charity events.

Mission Advocate: A company or individual who desires to make Cops 4 Causes its “charity of choice.” Mission advocates commit to conducting fundraising through internal and external means. Mission Advocates shall donate a minimum of \$2500 -\$49,999 and commitment to embracing the Cops 4 Causes mission. Claim mission advocate status and receive recognition, rights and benefits from the Cops 4 Causes Foundation. One year and short-term commitments are permitted.

Law Enforcement Agency: \$5,000 guaranteed cash contribution. Embrace a life-long sponsorship by making an arresting commitment to embrace the Cops 4 Causes mission. Claim sponsorship status with law enforcement agencies throughout California and receive substantial recognition, rights and benefits from the Cops 4 Causes Foundation, at all Cops 4 Causes charity events.



Additional Partnership Opportunities

Keeping our philosophy for building strategic alliances in mind, your company's / law enforcement agency's strongest asset may impact the success of our mission most. Additional support roles are uniquely tailored to maximize the success of our partnerships. Donation amounts and return benefits will be negotiated based upon the organization's needs and your company's / law enforcement agency's ability to give.

Media Sponsors: A local or national media sponsor willing to offer an in-kind donation of advertisement space, aggressive ad rates, and introductions to editorial liaisons in order to help advertise the organization, its corporate and law enforcement sponsors.

Premier Vendor: A company willing to offer the organization substantial discounts on much needed products in an attempt to alleviate event/benefit and operational costs.

Product Sponsor: A manufacturer willing to co-produce a product using both the organization's and manufacturer's trademarks.

Corporate Donor: Any company willing to donate any sum of funds and/or in-kind donations to the organization, with no negotiated contract or expectation of return benefits.



Sponsor Goals and Objectives

Listed below are several common reasons many current sponsors and law enforcement agencies have chosen to join us in our mission. Please consider the goals and objectives most important to your corporate success with the importance of philanthropic alliance in mind.

Please check all that apply:

- Cause branding for your corporate brand
 - To publicly demonstrate socially responsibility
 - To generate employee involvement and participation
 - Strategic philanthropy supporting law enforcement, children, and families
 - Strengthen community relationships
 - Help those in need
 - Promote sales
 - Promote volume
 - Grassroots marketing campaigning
 - Other: Please Specify
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Assets and Opportunities

Depending on your company's needs, budget, and time commitment, Cops 4 Causes has several valuable assets a corporate sponsor may capitalize on. Below is a list of valuable assets the Organization can offer sponsors to make the most of our strategic alliance. Please check all that may prove to be most important in the success of your philanthropic endeavor:

- Markings and Logos
- Partnership with an up & coming charity brand
- Local publications
- Sites/Venue areas
- Sales and marketing opportunities
- Online event promotions
- Talent/VIP Celebrity recognition
- Merchandise
- Public relations



Path to Life-Long Donor Partnership:

1. Your company will consider the levels of corporate sponsorship outlined on page three, and select a sponsorship level that meets your philanthropic goals and capabilities.
2. Articulate any fund/in-kind donations and/or cause marketing promotions your company will employ to raise funds and awareness for Cops 4 Causes. Your company can chose additional roles of support to enhance the value of your sponsorship.
3. The Organization's President and Founder will personally evaluate the proposed alliance and work together to develop a partnership that is mutually beneficial. The goal here is to jointly craft a plan to maximize the impact of your sponsorship while integrating your support into your business strategy.
4. The Organization and potential sponsor will work together to develop an implementation timeline that will highlight the schedule of launching the sponsorship through both parties' channels.
5. After the goals of the alliance have been articulated by both parties, the Organization's legal team will work to construct a formal alliance contract for review of both parties.
6. Both parties review and sign the alliance contract and the new corporate sponsor forwards payment to the Organization.
7. Cops 4 Causes and sponsor will then go to work implementing the alliance according to the agreed upon activation plan.
8. The Organization's President and sponsor will semi-annually review the alliance goals and any progress made. Together, they may make improvements or adjustment.



Our Commitment to You

Cops 4 Causes has established our sponsorship process to ensure attention to detail in every partnership we create. As our relationship grows, we are fully committed to the promotion of a successful alliance aimed at the benefit of those who need it most.

1. **Communication Components:** Communication is the key to success. Cops 4 Causes provides several ways to announce our new partnership and increase the lines of communication throughout the community which we share.
 - Throughout the sponsorship process, each and every component of a proposed alliance will be carefully articulated in an Alliance Implementation Kit that will be provided to you and your affiliates.
 - Alliance announcements will be an area of focus in our monthly Cops 4 Causes newsletters, received by all corporate partners, local law enforcement departments and various community officials.
 - Multiple points of contact will be established and maintained in both organizations to ensure accountability and responsiveness.
 - We seek to capitalize on the ability to share appropriate contact information between our friends and yours, working towards cooperative effort to maximizing community relations.

2. **Online Resource Center:** Our online resource center, when fully developed, will serve as a centralized resource destination for all sponsors and law enforcement personnel. Here, participating corporations and law enforcement personnel may access newsletters, media spotlights, press releases, event brochures, community outreach and fundraising support tools.

3. **How We Measure Success:** Cops 4 Causes will work actively to ensure that your support and partnership is a success.
 - An Alliance Contract will be developed and monitored regularly to ensure that commitments on behalf of both parties are met.
 - Semi-annual progress reports and meetings will detail the progress our partnership has made and serve as an outlet to improve and adjust our alliance.



How to Start the Process:

If you, your company or your agency would like to become a partner please write, e-mail or call us at:

Cops 4 Causes
Att: Donor Relations
5482 Wilshire Blvd. #1562
Los Angeles, CA. 90036

E-Mail: cl@cops4causes.org

Office: 1(888) 964-COPS
Fax: 1(888) 914-COPS

Website: www.cops4causes.org