



## THRIVE DC'S CUPS *of* KINDNESS

### WHAT IS CUPS OF KINDNESS?

Cups of Kindness is a one-day coffee-shop fundraising event throughout the Washington Metropolitan Area that benefits the over 6,000 homeless and at-risk men, women, and children living in the District of Columbia served by Thrive DC.

### HOW CAN I GET INVOLVED?

We ask that you pledge at least 25% of your food and beverage sales in exchange for increased business and recognition throughout the community.

### WHEN IS CUPS OF KINDNESS?

**Thursday, OCTOBER 21, 2010**

### WHY SHOULD YOUR BUSINESS SPONSOR CUPS OF KINDNESS?

**It's great for business!** Cups of Kindness promotional materials will reach out to the greater Washington Metropolitan Area and will attract individuals who are socially-conscious and will spend money where the proceeds will help benefit homeless and low income individuals in our community. And you'll likely have these new customers coming back again and again after the event ends.

**Your shop will be recognized as a sponsor in our community!** Your coffee shop's name, phone number, address, and website will be featured on Thrive DC's website. The more you pledge, the greater the level of recognition throughout the community.

**Your business will enable Thrive DC to provide its services.**

Thrive DC can continue to provide nutritious meals, outstanding support services, and employment training to the community's most vulnerable residents.

### PARTICIPATING IS EASY!

1. Fill out the **Coffee Shop Agreement** on page 3.
2. Select additional promotional opportunities on the **Coffee Shop Extras** form (page 4).
3. Fax or Mail both forms to us by **September 21, 2010**.

**PLEASE RETURN  
COMPLETED FORM BY  
Tuesday, SEPTEMBER 21,  
2010.**

**Thrive DC**  
1525 Newton Street, NW,  
Suite G1,  
Washington, DC 20010

**Fax**  
202.347.7217

**E-mail**  
development@thrivedc.org



**Thrive DC™**



## THRIVE DC'S CUPS *of* KINDNESS

### COFFEE SHOP PARTICIPATION LEVELS

#### 100% LEVEL

- Priority placement in all campaign-related press releases
- Logo inclusion in all campaign promotional materials
- Logo inclusion on ambassador fundraising pages
- Promotion through Thrive DC's social media sites, viewed by hundreds of people
- Name and logo listed as a sponsor on Thrive DC's website
- Receive a complimentary 2-month ad space on Thrive DC's website, viewed by hundreds of people each month
- Recognition in our newsletter and Annual Report, distributed to over 2500 local community members

#### 75% LEVEL

- Priority recognition in all campaign-related press releases
- Logo inclusion in all campaign promotional materials
- Promotion through Thrive DC's social media sites, viewed by hundreds of people each day
- Name listed as a sponsor on Thrive DC's website
- Receive a complimentary 1-month ad space on Thrive DC's website, viewed by hundreds of people each month
- Recognition in our newsletter and Annual Report, distributed to over 2500 local community members

#### 50% LEVEL

- Recognition in all campaign-related press releases
- Name inclusion in all campaign promotional materials
- Promotion through Thrive DC's social media sites, viewed by hundreds of people each day
- Name listed as a sponsor on Thrive DC's website
- Receive a complimentary 2-week ad space on Thrive DC's website, viewed by hundreds of people each month
- Recognition in our newsletter and Annual Report, distributed to over 2500 local community members

#### 40% LEVEL

- Recognition in most campaign-related press releases
- Name inclusion in all campaign promotional materials
- Promotion through Thrive DC's social media sites, viewed by hundreds of people each day
- Name listed as a sponsor on Thrive DC website, viewed by hundreds of people each month
- Recognition in our newsletter and Annual Report, distributed to over 2500 local community members

#### 25% LEVEL

- Recognition in some campaign-related press releases
- Name inclusion in most campaign promotional materials
- Promotion through Thrive DC's social media sites, viewed by hundreds of people each day
- Name listed as a sponsor on Thrive DC website, viewed by hundreds of people each month
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### PARTICIPATING COFFEE SHOP AGREEMENT

\_\_\_\_\_ (your business name)  
 agrees to sponsor Cups of Kindness on Thursday, OCTOBER 21, 2010.

1. Participate at the following sponsorship level *check one*:

100%    75%    50%    40%    25%

Please review attached descriptions for promotion related to each pledge level.

As a participant, we agree to:

2. **Allow Thrive DC** to publish your business's name, phone number, and location, in event promotional materials.
3. **Promote event** by displaying and distributing Cups of Kindness materials at least two weeks prior to the event date.
4. **Send a check payable to "Thrive DC"** for the designated pledge level no later than one month after the event.

Authorized Representative Signature		Date
Authorized Representative Name/Title print		Phone Number
Business Name as you would like to be listed		Phone Number
Contact Person Name	Contact Phone Number	Contact E-mail Address

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#### THRIVE DC WILL:

1. Produce, use, and distribute high-quality promotional materials, including posters, envelopes, and postcards.
2. Launch a publicity campaign to promote event, which may include radio, television, print media, and internet.
3. Provide communications with your business about Cups of Kindness.
4. Recruit volunteers to serve as Ambassadors to your business on the above date. These Ambassadors will work to bring additional potential customers to your business, using materials created by Thrive DC and trained by Thrive DC staff.



**Thrive DC™**



## THRIVE DC'S CUPS *of* KINDNESS

### PARTICIPATING COFFEE SHOP EXTRAS

There are several additional promotional opportunities that coffee shops may participate in. Please check all that you are interested in and a Cups of Kindness representative will contact you with additional information.

- EVENT PRIZES**  
Provide Thrive DC with gift certificates or other goods to be marketed as prizes to promote event and incentivize fundraising. Prize donors will be recognized at time of reward and on website.

My business, \_\_\_\_\_, will provide \_\_\_\_\_.

- PURCHASE THRIVE DC REUSABLE SLEEVES**  
Purchase Thrive DC reusable coffee cup sleeves at \$3 per piece. Sleeves can then be sold by your business, as a means of saving money on paper sleeves and helping the environment.

My business would like to purchase \_\_\_\_\_ sleeves.

- RADIO/TELEVISION PROMOTIONAL SITE**  
On event day, October 21, 2010, radio and television sponsors may be broadcasting from participating locations.

My business, \_\_\_\_\_, has a convenient location to park a radio broadcast van.

- DONATE REFRESHMENTS FOR AMBASSADOR TRAINING**  
Provide coffee and light refreshments for 20 people for Ambassador trainings prior to event day.

My business, \_\_\_\_\_, will provide \_\_\_\_\_.

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Please return this form with **"Participating Coffee Shop Agreement"**.



**Thrive DC™**