



Cool People Care[®]

Saving the World, 5 Minutes at a Time

**PARTNERSHIP
RATES AND BENEFITS**

2011

Cool People Care, Inc.

WHERE WE'VE BEEN

Founded in 2006 to help connect nonprofit organizations in middle Tennessee with young volunteers and donors, Cool People Care witnessed record growth in 2010. Rising to the occasion as flood waters gradually fell, Cool People Care leveraged its online and offline supporters to raise over \$100,000 for flood relief efforts.

Bolstered by a new base of supporters, Cool People Care began to partner with organizations to raise funds and awareness to help them accomplish their mission. What began four years ago as an effort to blog about ways to make a difference had blossomed into a consumer brand with the ability to direct attention and dollars to where they are needed most.



WHERE WE'RE GOING

Having put systems and processes in place to handle an incredible spark in demand and exposure, Cool People Care is uniquely poised to help nonprofits of every size leverage their audience and Cool People Care's audience to support their cause in a new and fresh way. Whether it's tweeting about your mission, interviewing your executive director, or partnering to develop a popular T-shirt that tells anyone in the wearer's vicinity about what you do, Cool People Care can send new people your way.

This year will mark the fifth anniversary for the company, and its public profile has never been higher. Some of the recent highlights and planned initiatives include:

- "We Are Nashville" shirt appeared on Anderson Cooper 360 after the historic Nashville flooding in May 2010
- Co-founder Sam Davidson was selected by Fairfield Inn and Suites as a Small Business Challenge finalist
- Cool People Care was profiled in the *Nashville Post*
- Davidson released his second book, *"50 Things Your Life Doesn't Need"* in December 2010 with his third book, *"Simplify Your Life"* due out in May
- Cool People Care, assisted by Nancy VanReece, helped the Tennessee Arts Commission train and develop social media plans for nonprofits across the state
- Cool People Care will open its first permanent retail store in February 2011
- Cool People Care will establish a corporate fund to which it donates a percentage of revenue in order to help nonprofits grow
- A brand new web presence in March will help Cool People Care grow its online traffic more quickly than ever before as it publishes content more frequently that can be shared across a variety of media



WHY WE WANT YOU TO COME ALONG WITH US

Throughout its brief history, Cool People Care has partnered with over 2,500 nonprofits to offer them varying levels of exposure. Most of the time, nonprofits approach Cool People Care to promote an event or spread a message about a new donation opportunity. In many cases, Cool People Care is able to exceed expectations and refer more people more quickly to that partner's website or event.

Cool People Care will continue offering nonprofits competitive annual partnership rates that meet their needs for marketing, branding, and promotion to a relevant, niche audience of potential supporters, donors, volunteers, employees, board members, attendees and advocates.

With our plans to grow bigger than ever in 2011, partnering with Cool People Care means more people than ever before will have a chance to see your message and respond in the way you need them most.

"Thanks again for featuring us the other day. We received tons of traffic and signatures because of the exposure."

Newly founded, nationally-focused nonprofit

"We had probably five or six donations from that e-mail (where you mentioned us). Thanks for doing that!"

Development coordinator of an international aid nonprofit

"After listening to your message and surfing your Web site (for my entire lunch break) I see that just a few minutes a day can make a big difference. I'm going to make a conscious effort to take those five, ten, twenty, or sixty minutes a day and be more intentional with my efforts. Your daily email will serve as my reminder and I thank you for that. I'll be passing your site on to others."

Regular reader from Nashville, TN

"The Cool People Care emails are a delight to read everyday and I hope to start utilizing your site and emails better to promote not only our nonprofit, but the messages that you send out everyday. Thank you very much for all that you do."

Development director at a Chicago-based nonprofit

"Thank you so much! Little organizations like ours really need and really, really appreciate this kind of support!"























Founder and executive director of a nonprofit organization

"Thanks for your support of our benefit concert. We had about 400 people who raised \$4,000 for us! Cool people do care!"

Event director at a human services nonprofit

2011 Partnership Opportunities

Cool People Care offers three basic partnership levels for organizations in order to work with any sized budget. Depending upon the level of exposure you're looking for and the particular benefits you'd like to enjoy, Cool People Care has an opportunity that meets your needs.

BENEFITS	\$99	\$499	\$999
Personal page on CoolPeopleCare.org			
Exclusive fundraising coupon code for supporters to use in Cool People Care's online store			
Informational article published on CoolPeopleCare.org when your organization becomes an official partner			
Volume discounts on Cool People Care merchandise for use as board member gifts or volunteer appreciation gifts			
Discount on the printing of branded products coordinated by Cool People Care			
Banner ad in rotation for one year on CoolPeopleCare.org			
Interview article (with executive director) published on CoolPeopleCare.org			
Four-article content series sponsored by your organization on CoolPeopleCare.org			
Co-branded T-shirt designed and printed to raise money and awareness for your organization			

Benefits for levels:

\$99

\$499

\$999

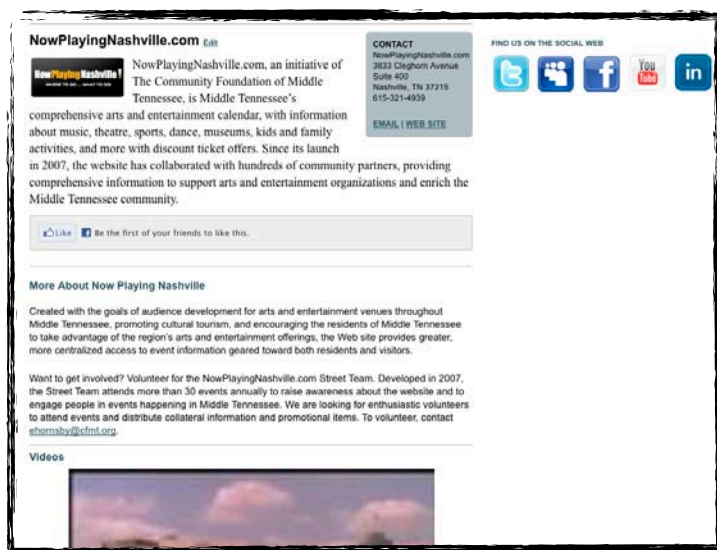
PERSONAL PAGE

Each nonprofit partner receives its own page on CoolPeopleCare.org, with its own unique URL. This page serves as your organization's "home base" on the site. Any mention of you in articles or on social networks (we randomly mention our partners on our social platforms and indicate such with the hashtag *#cpcpartner*) will link here.

As such, it is able to be updated with your information easily and quickly. Whether you'd like to embed your new YouTube video, share breaking news, or simply link to your donation page, you have that freedom. As a standard feature set, each page automatically includes:

- Organization name
- Logo
- Informational paragraph
- Contact information
- Google Map to your location
- Link to your website
- Link to your Facebook page
- Link to your Twitter account
- Link to a donation page

You are then able to work with Cool People Care staff to customize your page to best appeal to our audience.



FUNDRAISING COUPON CODES

Cool People Care's online store is quickly becoming a go-to resource for cause-related merchandise. As a partner of Cool People Care, your organization will receive a unique coupon code. When anyone uses this code at checkout, they will receive a 10% discount on their purchase, and your organization will receive 10% of what they spend online.

Cool People Care keeps a running tally of your organization's earnings and will distribute monies annually (on the anniversary of your partnership), or once your organization raises a minimum of \$100, whichever comes first.

INFORMATIONAL ARTICLE

Cool People Care publishes at least one article each weekday on its website. This frequency will increase once its new website is designed and launched in March 2011. Then, it will publish more content more frequently, all of it easily sharable via online social networks.

As such, it aims to grow its audience more quickly than ever before. When you become a partner of Cool People Care, an article is published on its site to alert all of its readers about the momentous occasion, which also serves as a handy tutorial on what your organization does, and how you can use those willing to help you.

VOLUME DISCOUNTS ON COOL PEOPLE CARE MERCHANDISE

If you are looking for memorable board, volunteer, or employee appreciation gifts, Cool People Care can offer substantial discounts on anything in its online store. Whether it's a poster, a book, or a T-shirt, Cool People Care offers all of its partners volume-based discounts. For example, here is a pricing guide for "New Day Revolution: How to save the world in 24 hours," written by Cool People Care's founders:

Quantity	Price
25-100 copies	\$4.49/ea. (70% off of retail price)
101-250 copies	\$3.74/ea. (75% off of retail price)
251-500 copies	\$2.99/ea. (80% off of retail price)
501 or more copies	\$2.24/ea. (85% off of retail price)



BRANDED PRODUCTS DISCOUNTS

Even though we primarily live in the world of online and digital media, we also know that messages spread well offline, too. Whether your organization needs a coffee mug with your logo, a set of ballpoint pens to use at an information booth, or a tote bag to give donors who contribute a certain minimum amount, we can use our extensive network of suppliers to get you merchandise that is competitively priced and well made.

We understand that you're looking to bring as much money as you can to the bottom line, which is why we research our branded products suppliers from around the country to give you the best merchandise at the best price. In some cases, we can save you up to 50% off of what similar companies are offering. This is a brand new benefit for all partners; be sure to take advantage of it and call us before you order your next set of stickers or notepads.

We provide customized quotes and images for each request, so please don't hesitate to ask how we can help you brand your organization - both online and in the real world.



Benefits for levels:



ALL OF THE ABOVE, PLUS:

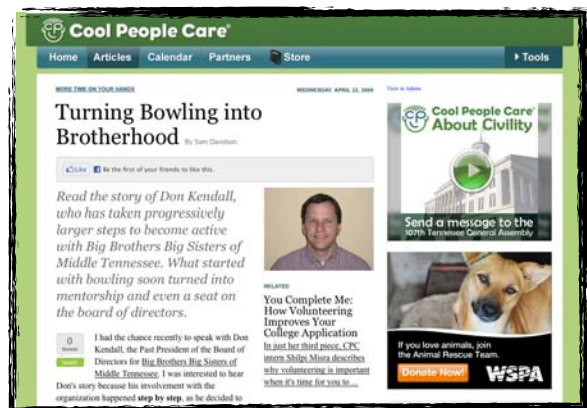
BANNER AD

With a growing web presence, Cool People Care offers multiple banner advertising spaces on our website in order to continue to pique interest in our site visitors and send our audience to you. When you become a partner at at least the \$499 level, your banner ad (designed free of charge by our talented team) will be in rotation with other ads on the site for one year. This means your brand will be positioned alongside our brand in order to generate as much buzz as possible about what you're doing.



INTERVIEW ARTICLE

For partners at the \$499 and up level, Cool People Care will conduct an interview with your Executive Director, CEO, Board Chair or any other relevant person at your organization. The article will run on CoolPeopleCare.org, reaching 10,000+ readers and informing them about your work and mission. The article can be published in a timely manner to coincide with a major event or other milestone for your nonprofit, spiking interest and traffic at a time when it matters most.



CONTENT SERIES

Likewise, Cool People Care will plan and organize a four-article content series of which your organization will be the sponsor. This series will detail information and analysis about an issue area you work with in order to make the sponsorship as relevant as possible.

The content series can build upon itself, or merely be four related articles. The series is intended to be flexible, which means you can receive exposure on a regular basis (an article to be published quarterly) or all at once (publishing all four articles in a single week).

Best of all, each article on Cool People Care is archived permanently, meaning it can always be accessed by site visitors who search for information related to your organization or are curious about statistics and issue areas regarding your work. And, since Cool People Care promotes every one of its articles via social media, more and more people will have a chance to read about your work.

Benefits for levels:

\$999

ALL OF THE ABOVE, PLUS:

CO-BRANDED T-SHIRT

Cool People Care's most popular offering, your nonprofit will have a chance to have a Cool People Care T-shirt design raise money and awareness for your organization. Limited to only 24 organizations a year, you will receive money from every shirt sold with your exclusive design.



Each month, Cool People Care releases two T-shirts. One is an artwork-specific design; the other is a ribbon design on a specific colored shirt. Your nonprofit has the opportunity to claim either, directing a percentage of sales to your organization in the form of an unrestricted donation.

Cool People Care aggressively promotes each new shirt it releases, sending a specific email to its previous customers, and promoting the new shirt in an article on its site. Furthermore, it notifies members, friends, fans, and followers on its social networking sites to further extend the promotion.



When claiming the design, your organization will receive a percentage of sales for one year. As long as the shirt keeps selling, Cool People Care will continue to print it, carrying it in its online store and pitching it to other retail stores while also having it for sale at community events.



Best of all, your organization will receive 60 shirts to do with as you like. You can resell them at an event, give them to staff, or use them as gifts for donors. This is truly a partnership; the more you work to promote the shirts, the more that are sold, and the more money your organization will receive.

In some cases, this partnership level can even pay for itself.



Co-branded T-shirts

\$999

2011 ORIGINAL ARTWORK

Each Cool People Care partner at the \$999 level has a chance to “claim” a planned Cool People Care design, or to request a custom design that resonates with its brand for an additional fee of \$150. Once claimed, a design raises money for that particular partner for one year. At this partnership level, the partner receives an initial round of 60 shirts; Cool People Care will also reprint the shirt to sell in its online store, to offer to its network of retailers, and to sell at any public appearances Cool People Care makes.

The following designs are currently slated for a 2011 release:



MARCH 2011



APRIL 2011



MAY 2011



JUNE 2011



JULY 2011



AUGUST 2011



SEPT 2011



OCTOBER 2011

2011 RIBBON ARTWORK

If your organization uses a certain colored ribbon during a particular month, any of the following are available in any color on any color of shirt:





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To take advantage of all of the partner benefits listed above,
please contact:

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