

Understanding Kiwanis-Family Sponsorship Terminology

Kiwanis International Vision Partner | \$150,000 annual commitment

The Vision Partner package is the highest level, year-round partnership package. A Vision Partner has a unique set of opportunities: a toolkit of promotional rights and benefits that will drive business and awareness for the company; access to Kiwanis-family members (including Kiwanis, Circle K, Key Club, Builders Club, K Kids and Action Club); a Kiwanis-related message for the general public; a showcase for the company's involvement with, and support of, Kiwanis International's mission; exclusive differentiation opportunities.

- **Landscape Structures, Inc.*** (program emphasis on Kiwanis One Day)
- **United States Army** (program emphasis on Key Leader)
- **Nickelodeon** (program emphasis on its own [Big Help Campaign](#))

** Circle K International is proud to have been selected by Landscape Structures, Inc. to provide an inclusive-play equipped playground as a service project during the 2013 Large Scale Service Project in Vancouver, British Columbia.*

Service Leadership Programs Co-Sponsors | \$50,000 annual commitment

The Service Leadership Program co-sponsor package is a year-round partnership. It's ideal for companies seeking to reach a specific demographic audience. Our Service Leadership Programs consist of youth programs for elementary, middle and high school students—as well as programs for college and university students, and adults living with disabilities. Co-sponsorship aligns a company with a specific Service Leadership Program audience to receive: high-level year-round recognition in connection with the sponsored Service Leadership Program; the opportunity to build brand awareness and relevance with a sponsored Service Leadership Program audience; access to the relevant Service Leadership Program audience.

- **Hershey's Track & Field Games** (Key Club International)

Kiwanis Promotional Partners | \$100,000/three months (promotional value)

In exchange for visibility and recognition within Kiwanis-family clubs, Promotional Partners take an active and visible role in driving awareness of the Kiwanis brand and mission. Campaigns can be created by the Promotional Partner, co-created with Kiwanis or tied to an existing Kiwanis program area.

- **Scholastic Books**

Kiwanis Preferred Charities

As Kiwanis International Preferred Charities, partnering organizations commit to providing various in-kind promotion and access benefits. In exchange, organizations are recognized as Kiwanis International Preferred Charities, and Kiwanis will encourage local club support via fundraising and service projects.

- **Boys and Girls Clubs of America** (mostly works with Kiwanis clubs; but open to entire Kiwanis-family)
- **Boys and Girls Clubs of Canada** (mostly works with Kiwanis clubs; but open to entire Kiwanis-family)
- **Boy Scouts of America** (mostly works with Kiwanis clubs; but open to entire Kiwanis-family)
- **Children's Miracle Network Hospitals** (mostly supported by Key Club*; but open to entire Kiwanis-family)
- **March of Dimes** (supported by Kiwanis, Circle K, Key Club, Builders Club; open to entire Kiwanis-family)
- **UNICEF**** (supported by the entire Kiwanis Family)

** Circle K clubs are encouraged to participate in Dance Marathons for Children's Miracle Network on their local campus.*

*** UNICEF is a preferred charity. Circle K International supports two UNICEF projects: The Eliminate Project and The Six Cents Initiative.*

Circle K International Service Partners

Circle K International Service Partners are organizations supported by Circle K International board of trustees as organizations that provide meaningful service or philanthropy opportunities for the collegiate market. These organizations receive no marketing benefit or programming support from Kiwanis International. The work of these organizations relies on the CKI Service Committee/Service Ambassadors to communicate messaging to the general membership.

- **Better World Books**
- **Students Team Up to Fight Hunger (STUFH)**