



BUSINESS CONSERVATION CORPS MEMBER BENEFITS

Business Members who give a direct cash donation will receive the following recognition:

- **Direct cash business donors of \$100 or more** will be listed in our **annual report**, alphabetically within the category corresponding to the dollar amount of gift (categories are as follow: \$100 to \$249; \$250 to \$499; \$500 to \$999; \$1,000 to \$2,499; \$2,500 to \$4,999; \$5,000 to \$9,999; \$10,000 to \$19,999; \$20,000 to \$29,999; \$30,000 to \$39,999; \$40,000 to \$49,999; \$50,000+; \$75,000+; \$100,000+, etc.)
- **Direct cash business donors of \$250 or more** – as above, plus recognition **on-air during our one-hour annual telethon**, broadcast on Tennessee’s WBIR-TV and North Carolina’s WLOS-TV. A scrolling “crawl” of business donors runs continuously throughout the broadcast. The telethon has a reach of more than 1 million viewers.
- **Direct cash business donors of \$500 or more** - as above, and will also be listed alphabetically in our half-page, full-color **End of Year Business Thank You Ad**.
- **Direct cash business donors of \$1,000 or more** – as above plus listing by **name** on our **website**
- **Direct cash business donors of \$2,500 or more** – as above, but with recognition via **logo** on our **website**
- **Direct cash business donors of \$5,000 or more** – as above, and business name will appear for one year on our **Donor Recognition Wall** at Sugarlands Visitors Center.

Gifts of In-Kind Good or Services - In order to be listed as described below, donor must return gift-in-kind form supplied by Friends of the Smokies and donor must document the value of each gift-in-kind.

- All gift-in-kind donors of products or services who support our special fundraising activities will be listed by name, sorted alphabetically, in our **annual report**. All gift-in-kind donors of \$500 or more will be listed alphabetically in our half-page, full-color **End of Year Business Thank You Ad**.

Matching Gift Companies

- Matching Gift Corporations will be listed alphabetically in our annual report

CORPORATE SPONSORS OF OUR SPECIAL FUNDRAISING EVENTS RECEIVE ADDITIONAL AND UNIQUE BENEFITS AS DESCRIBED IN EVENT SPONSORSHIP PROPOSALS. *Examples include ad placement in printed programs for each event; logo placement on event signage and event website; recognition on social media platforms as well as electronic and/or print newsletter stories.*