



Win-Win Program

Introducing High Impact Signs & Graphics Win-Win Program©

What is the Win-Win Program? A partnership between non-profit organizations (schools, sports teams, churches, service organizations, etc.) and sponsor businesses, designed to increase visibility and sales for the sponsoring business while raising funds for participating organizations.

What are the Benefits of participating in this program?

For the sponsor businesses:

1. Use your advertising dollars to increase visibility and/or bring customers to you by targeting your message to specific local organizations.
2. Get the added benefit of seeing your advertising dollars working as fund raisers for the organization you sponsor.
3. Sponsorships can be scaled to fit any advertising budget.
4. Invest in advertising that has the long-term benefit of building positive name recognition between your business and the members of organizations you sponsor.

For participating organizations:

1. Keep 100% of the money you raise selling the products donated by your sponsor.
2. Get products and designs that are unique to your organization.
3. Choose exactly the products you know your supporters are interested in purchasing.
4. This is a simple fund raising program – no time constrained campaigns or need to pay for the products you plan to sell.

How does it work?

1. **Sponsor businesses:**
 - a. Contact High Impact Signs & Graphics to register for the program.
 - b. Define the details of the advertising message you want printed on the products you sponsor.

- c. Choose the participating organizations you want to sponsor, define the amount of advertising dollars you want to contribute, and place your order with us.
- d. Write-off the cost of your order as either an advertising expense or a donation.

2. Participating organizations:

- a. Register with High Impact Signs & Graphics Win-Win Program.
- b. Work with High Impact staff to determine what products, quantities, and designs you want to include in the program.
- c. When products are received, sell them to your supporters and encourage them to use your sponsor's services.
- d. Keep 100% of the money you raise from product sales.

3. High Impact Signs & Graphics:

- a. Build and maintain the Win-Win sponsors and participating organizations database.
- b. Maintain library of participating organizations designs. (We can use designs the organization already has or help them create a new design.)
- c. Manage sponsor orders, produce products, deliver products to participating organizations.

Why is High Impact starting this program?

1. Supporting local non-profit organizations has been a priority for us since we opened our shop in 2005. We see the Win-Win Program as a way to help those organizations keep more of the money they raise for their programs and services.
2. Providing our customers with cost effective advertising is the purpose of our business. We see the Win-Win Program as a creative and flexible way to give our customers one more way to advertise their business.
3. We believe that keeping local money working in our local economy is good for us all. This program is one small step toward that goal.
4. We see the Win-Win Program as a way to increase our visibility within the community and increase awareness of the creative and innovative ways our products can be used.

How can you get more information on the program?

Go to the Win-Win Program page on our website at www.highimpact-signs.com for sponsor and participant interest forms. Send us a completed form and we'll contact you.