



**Retail Orphan Initiative**  
Helping Vulnerable Children Worldwide  
[www.RetailROI.org](http://www.RetailROI.org)

## *Logo Program*

### **Retail Orphan Initiative Logo Program**

Thank you for your interest in supporting the Retail Orphan Initiative through our logo program. Our goal is to mobilize the retail industry for the purpose of:

- 1) Raising the level of awareness of the needs of the more than 143 million orphans worldwide.
- 2) Assisting companies in creating internal programs to help, such as providing mentors for foster children, providing non-paid leave for employees who adopt or are foster parents, provide no-interest loans or grants to employees that want to adopt ; and
- 3) Raising funds to help charities that are on the forefront of orphan care worldwide making a real difference.

The RetailROI logo program helps spread the word about retail's support for orphans, and provides secondary benefits to technology companies that want to demonstrate solidarity with the retail industry. Companies can choose to participate on several levels:

**Friendship Level:** *Corporate or individual donations from \$1,000 to \$4,999.*

Company name and website link is featured on the Retail ROI website.

**Partner Level:** *Corporate or Individual donations from \$5,000 to \$10,000.*

Includes the benefits listed above, plus the sponsoring company can display the "Proud Sponsor of the Retail Orphan Initiative" logo on its site and in printed materials. Sponsoring companies have permission to use the logo in this way for one year from the date of the agreement. Sponsoring companies will appear in every issue of the RetailROI e-newsletter (by name or company logo as preferred).

**Founding level:** *Corporate or Individual donations from \$10,000 to \$25,000.*

Founding sponsors receive the benefits listed above and a descriptive paragraph on the RetailROI website, a profile of the company in the Retail Insider newsletter, a press release, and inclusion in the IHL Group “*Eye on Retail Information Systems*” and the Aberdeen “*Your Weekly Retail Advisor*” newsletters.

**Executive Level:** *Corporate or Individual donations of \$25,000 and above.*

Executive sponsors receive the benefits listed above, and also receive five invitations to meet with participating CIOs at the RetailROI reception before the Retail Insiders Party in January 2010 at the NRF show in New York and a seat on the Retail Orphan Initiative Advisory Board for one year.

**Executive Platinum Level:** *Corporate or Individual donations of \$100,000 and above.*

Executive Platinum sponsors receive the benefits above, and also receive a complimentary one-year subscription to IHL Group’s syndicated research and Sophia data service, a founding sponsorship in the Retail Orphan Initiative Research Event, a founding sponsorship for the Retail Orphan Initiative silent auction at the NRF Retail Insiders Party, and five years of logo inclusion on the Retail Orphan Initiative newsletter, website, and other materials.

**For more information, contact us at +1.615.591.2955, email [info@retailROI.org](mailto:info@retailROI.org) or visit [www.retailroi.org](http://www.retailroi.org)**

*The Retail Orphan Initiative is a charitable foundation under the umbrella of The Giving Back Fund. This allows us to keep administrative costs low so we can help as many children as possible.*

***RetailROI***

*c/o The Giving Back Fund  
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