JOE ON THE MOVE

Sponsorship Information Package

"Each and every call is like a pearl being strung on a necklace of hope for me"

Debra Peterson, cancer fighter, talking about her son's calls while he's on tour.

Contact Us

1(888) 300-6177
Free Phone Calls For Soldiers – www.causes.com/joeonthemove
JoeOnTheMove – www.joeonthemove.com
More Facebook group quotes – http://bit.ly/9QkapL

Larry Thorpe – Co-Founder larryt@joeonthemove.com
Patrick Ayres – Co-Founder patrickayres@joeonthemove.com
Tom Standish – Treasurer tom.standish@joeonthemove.com
Andrew Ballenthin – Marketing andrew@solsolutions.ca

Why Free Phone Calls For Soldiers?

JoeOnTheMove was established in 2008 for the purpose of raising funds to help families connect to their loved ones either through donated free calls or very affordable purchase options.

JoeOnTheMove knew a lack of call options for soldiers and their families was a widespread issue but they had no idea how many people were touched by this mission.

> "A phone call to a loved one can mean the difference between life and death to some of our soldiers! Every little bit helps." *Lindsay C. - currently on tour.*
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> "In June 2009 my fiancé lost his life to his injuries he sustained in Afghanistan. We only had a few phone calls but when he was able to call, they meant the world to me. I have them saved in my memory." *Tina A.*
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> "Having had a son killed in Iraq, it would have been a blessing to have heard from him more and for longer times. Let's band together to get this done for all the families that are still there." *Carol A. H.*
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> "I think phone calls to soldiers and from soldiers should be free. I just paid $700 for talking to my husband and my mother-in-law paid $800 for talking to her son." *Melissa M.*

Millions Of Supporters - JoeOnTheMove established a Facebook Cause group, Free Phone Calls For Soldiers, in July of 2009. By September they had 100,000 members and by mid-February of 2010 they grew to 1.5 million members. Recently they acquired another Facebook Cause group supporting soldiers with 980 thousand members. Their total audience reach is now over 2.52 million people and growing daily *(February 16, 2010)*.

> "My husband is a member of the armed forces and it's very important for troops to call home to talk to their family to know that things are OK at home keep's them focused and it's also needed for family at home to know that they are well and ok. Surely this is the least they deserve." *Allison E. A.*
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> "My husband was out there while I was pregnant with our first baby and it broke my heart not to hear his voice." *Sam*

What JoeOnTheMove Offers Its Sponsors

Co-marketing – JoeOnTheMove is able to send over 2.5 million members up to 5 emails a week. Sponsors will be given the opportunity to piggy-back on emails as an official cause sponsor. This will include their company's name, URL and 6 descriptive words.

An independent agency has valued this mailing at $0.005 to $0.015 per mailing depending on the position of the Sponsor's name in the mailing for a value of $12,500-$37,500 in publicity and branding building.

Based on past campaign clicks on URL's JoeOnTheMove has measured response rates of 1,000 to 15,000 clicks on URL's per email. Similar click through campaigns value this Pay Per Click access at $0.50 to $1.00 giving a sponsors a further potential of $500 to $7,500 in online advertising value.

Community Relationships – according to a Jupiter Media Metrix survey, "70% of internet users are compelled to visit a new website through referrals."

JoeOnTheMove's sponsorship program provides first wave referrals for its corporate sponsors to its 2.52 million members. Corporate sponsors benefit from a second wave of referrals as JoeOnTheMove's Facebook members choose to become customers of the corporate sponsors and refer their contacts as well.

American Leadership – by sponsoring JoeOnTheMove an organization is able to demonstrate to the American public that it stands behind the defence of the United States' liberty and safety. These are powerful emotional and ever present concerns of fellow citizens. By taking a leadership role and supporting JoeOnTheMove, an organization is able to tell its customers, suppliers and the media that it helps make America a better place in a multitude of ways.

"They do the unthinkable. Free phone calls home, do they not deserve this???" *Kim F.*

"Our troops are husbands, wives, fathers, mothers, sisters, brothers, and more. They appreciate all the support they can get. Thank you to those who are devising this wonderful program; you are making a positive difference in the lives of many." *Aimee C.*

"I miss my son and would love to be able to talk to him. He chose to defend his country, if not for him and men and women like him, we would not have the freedom we love today. Please support free phone calls for soldiers." *A Mother.*

Two Great Sponsorship Opportunities

Ongoing Sponsorship – JoeOnTheMove is offering sponsors the opportunity to create a customized package that includes the mention of their business as a sponsor, 6 word description and URL of their choice in our ongoing email program to over 2.52 million Facebook members. Starting rates for sponsorship packages are only $5,000 for a series of 5 emails over 3-5 weeks. This contribution is tax deductible. Additional package options are available. Please contact the team member that sent you this package to discuss how to get started today.

Thank A Soldier Blog-Off – JoeOnTheMove is planning a massive social media event and looking for sponsors to join us for either a 45 or 90 day term. What is a Blog-Off?

A blog-off is a publicity, traffic and, awareness generation campaign that utilizes social media marketing over 90 days. JoeOnTheMove will invite its 2.52 million Facebook members to create blogs/articles/videos on JoeOnTheMove's new web and social media site on one of several predetermined topics.

Contest entrants will ask as many people as they can to vote, comment and promote their article for maximum readership. Winners will be determined by a panel of highly regarded judges and statistical results. A donated prize pool will be raised and go to the 3 top winners and soldiers of their choice.

The value of this event is a substantial amount of email exposure, banner impressions and publicity for sponsors. Following the end of this contest, the event will be publicized to mass media. It is anticipated that Thank A Soldier Blog-Off has the potential to capture significant media attention across America due to the power of the personal stories that participants will share for public consumption.

What's The Sponsorship Package?

- Inclusion as an event sponsor on emails going out to 2.5+ million members.
- Banner positions on JoeOnTheMove's web/social media site during the event.
- Logo inclusion on the Blog-Off's press kit.
- Tax write-off for contributing to a non-profit organization.
- 45 day sponsors will be given exposure to our 2.5+ million members via 7 emails and 45 days of visibility on JoeOnTheMove's web/social media site and logo inclusion in our press kit.
- 90 days sponsors will be given 10 email sponsor mentions and 90 days visibility on JoeOnTheMove's site and logo inclusion on our press kit.
- Ask a JoeOnTheMove team member for details on how to participate.