

## LGBT Truckers Donor Tiers & Benefits

4/11/2021

	CORNERSTONE	ALLY	ADVOCATE
<b>Financial Contribution</b>			
Y1	\$350,000	\$30,000	\$3,000
Y2	\$388,000	\$30,000	\$3,000
Y3	\$450,000	\$30,000	\$3,000
<b>Representation</b>			
Board	✓		
Advisory Committee	✓	✓	
Volunteer	✓	✓	✓
<b>Impact</b>			
Strategic Initiatives	1 Initiative + Impact Metrics pa	×	×
Diversity Advisory	50 hours pa	10 hours pa	2 hours pa
<b>Visibility Benefits</b>			
Perpetual Title	Founding Board Member	Founding Donor	×
Joint PR	up to 6 Joint Press Releases pa	1 joint press release pa	×
Presence at Company Pride Event	✓	×	×
Merchandise Co-Branding	✓	×	×
Use of Rainbow Rider	10 days p/a	1 day p/a	×
Company Logo Featuring	All events, parades, website, collateral	Website	Website
Events - Complimentary Admission	12 tickets	3 tickets	×