



Properties of Merit Overview

Since its inception in Allentown in 1999, Properties of Merit™, Inc. has grown from a concept into an economic development tool poised to help many communities in the ongoing work of revitalization.

Properties of Merit™, Inc., is an independent, non profit 501(c)(3), tax-exempt corporation not controlled by, related to, connected with or sponsored by any other organization.

Mission

“The mission of the Corporation shall be promoting the benefits of urban living in the *Commonwealth of Pennsylvania*, assisting in strengthening neighborhoods in municipalities throughout the Commonwealth, encouraging both maintenance and cleanliness of such neighborhoods and rewarding the same, while also assisting in combating juvenile delinquency by working with and supporting municipal educational institutions and youth groups.” *Properties of Merit™, Inc. By Laws*

Who

If every property owner spent an additional hour each week on their property, the revitalization of any community would be assured. Properties of Merit's Awards Programs is directed at property owners community wide, to thank those who have taken exceptional care of their properties, to incentivize others to do the same and to provide an annual powerful and positive experience for community members as they seek to improve their communities.

What

Properties of Merit's Awards Programs is a volunteer driven annual program that seeks to engage citizens and build partnerships at every level to keep the program “bottom-up” and “citizen driven”; by engaging residents and create partnering infrastructure, Properties of Merit builds the true stakeholders critical for successful revitalization. The programs are also kept deliberately simple to keep the public engaged and are intentionally kept low cost through volunteerism, small but numerous in-kind contributions and creative solutions. And by being annual and ongoing, these repeating programs build the critical mass essential to effecting change over time. It should be noted that all Awards Program nominees are subjected to a rigorous external property evaluation by trained nominating captains. All resulting nominees are considered “finalists”. The People's Choice process, where the public can vote for People's Choice winners is an additional strategy to expand awareness of the principals of the Properties of Merit program.

Where

Since 1999 Properties of Merit™ Awards Programs have run in Allentown, Lehigh County and as of 2006, Properties of Merit™ programs were launched in Bethlehem and Easton in Northampton County. Two Lehigh County boroughs, Coopersburg and Slatington have indicated interest in launching in 2007. The Lehigh County Executive Office is interested in having all Lehigh County boroughs launch this program in the near future. In the fall of 2008, Properties of Merit™ is projecting inaugural programs in Philadelphia, Pittsburgh, Harrisburg, State College, Erie, Scranton and possibly other communities.

When

Properties of Merit's Awards Programs launch in the spring with encouraging property owners to “spruce up” for consideration and for the public to call in/email nominations of potential properties that should be considered for recognition. Nominations are completed by the end of June and ballots for voting available to the public on-line, in print media and through ballot box locations during July/August. Tabulations are completed in August/September and winners announced at annual awards programs in September/October.



DETAILS ABOUT PROPERTIES OF MERIT

Since its inception in Allentown in 1999, Properties of Merit™, Inc. has grown from a concept into an economic development tool poised to help many communities in the ongoing work of revitalization. Such has been its success in building an innovative, creative and effective grassroots economic and community development tool, in 2006 Properties of Merit™ was deeply honored by Governor Rendell's request to take its programs statewide. With an additional initial grant of \$100,000, over the next three years, Properties of Merit™ will be receiving \$100,000 annually in seed money to assist in the work of building the support systems necessary to successfully go statewide.

The foundation of all Properties of Merit™ programs is that well-maintained residences, businesses, rentals and institutions collectively have a dramatic impact on the quality of life of communities. If every owner spent an additional hour each week on their property, the revitalization of any community would be assured. Its' annual awards program seeks to positively impact property maintenance by rewarding and recognizing those property owners that maintain their properties in an outstanding fashion, thereby directly impacting the quality of life in that neighborhood and inspiring others to do the same.

Community revitalization leaders including Pennsylvania State House Representative Robert Freeman, founder of the Elm Street program, point to Properties of Merit™ as containing those variables proven to truly work over time. One, *citizen involvement* also known as "co-production". All too often, "top down" economic revitalization initiatives attempt "silver bullet" solutions that don't engage residents or help create partnering infrastructure. Without building true stakeholders these programs have failed over time. Properties of Merit™ seeks to engage citizens and build partnerships at every stage, at every level and works constantly to keep the program "bottom-up" and citizen driven. Two, *simplicity*. Often the public is not engaged for the simple reason they don't understand how they can be involved. Properties of Merit™'s programs are disciplined and intentionally kept very simple for that very reason. Three, *continued over time*; no solution happens overnight. Often, programs fail because when grant money dries up, programs disappear. Properties of Merit™'s programs are intentionally kept low cost through volunteerism, small but numerous in-kind contributions and creative solutions. And they are structured to be annual and ongoing. So that these repeating programs build the critical mass essential to effecting change over time.

- I. Properties of Merit™, Inc., is currently a member of PANO (Pennsylvania Association of Non-Profit Organizations) and has registered with the Pennsylvania Board of Charitable Organizations.
- II. Properties of Merit™, Inc., Inc. is an independent, non profit 501(c)(3), tax-exempt corporation and is not controlled by, related to, connected with or sponsored by any other organization.
- III. In 2006 Properties of Merit™, Inc., for the first time sought financial support from foundations. Prior to 2006, all support streamed from corporate, individual and government sources.
- IV. Since 1999 Properties of Merit™ Awards Programs have run in Allentown (Lehigh County) and as of 2006, Properties of Merit™ programs were launched in Bethlehem and Easton in Northampton County. Two Lehigh County boroughs, Coopersburg and Slatington have indicated interest in launching in 2007. The Lehigh County Executive Office is interested in having all Lehigh County boroughs launch this program in the near future.
- V. In the fall of 2008, Properties of Merit™ is projecting inaugural programs in Philadelphia, Pittsburgh, Harrisburg, State College, Erie, Scranton and possibly other communities.



Improve Your Bottom Line Through Nonprofit Sponsorships

"We don't traditionally think of do-gooding as part of a firm's economic picture, especially when faced with the financial pressures of managing a business. But consider this: According to the research of two Harvard Business School professors, over an 11-year period, companies that emphasized community as well as investors out performed by a factor of 756 those that paid attention to the bottom line only. In addition, companies that partner with nonprofits experience bottom-line results through increased sales and long-term customer and employee loyalty."

Source: CIO Magazine, May 15, 2000

BENEFITS of Properties of Merit SPONSORSHIPS

- Properties of Merit is a "feel good" "property owner level" community and economic revitalization program that reaches home and business owners, churches and non-profits – individuals that are leaders in their blocks, neighborhoods and the business/faith/non-profit community – individuals who not only purchase and vote but often influence the decision making of those in their sphere of influence.
- Such is the success of this volunteer driven initiative, The Governor recently awarded Properties of Merit an initial grant and three years of seed money to transform itself into a statewide organization.
- Annually thousands of community participants are directly touched by Properties of Merit programs in their communities. An estimated 100,000 are reached by the media and outreach of Properties of Merit Awards and Service Corps programs
- Participants represent all ages, ethnic and socioeconomic backgrounds

Depending on your level of contribution, benefits of sponsorship can include:

- **Marketing** – Your firm, individual and organization name can be prominently linked with all POM™ marketing materials and communications in the local community, regionally, statewide and nationally.
- **Tax Deduction** – POM™ is a 501 c 3 non-profit organization filed with the PA . Your contribution is tax deductible (consult your tax advisor for details).
- **Youth Development** - Helping young citizens gain competence, business experience, leadership skills, and satisfaction while making their community a better place to live.
- **Quality of Life** - Improving the quality of life in your community.



Properties of Merit SPONSORSHIPS

Properties of Merit Sponsor Partnerships combine cash and in-kind goods and services for an important win/win. Through Properties of Merit sponsorships, partners receive excellent premium value marketing exposure:

- Positioning them as community leaders
- Linking them with the stellar brand of Properties of Merit
- While supporting the community/economic revitalization of communities Lehigh Valley/State wide

Statewide SPONSORSHIPS

ARCHITECTURAL PARTNERS \$50,000+

Offers the highest visibility profile as one of the **overall statewide partners** of ALL Properties of Merit programs STATEWIDE. Your company's name and logo are prominently incorporated into every aspect of Properties of Merit Awards and Service Corps Programs statewide including: all local/regional/statewide and national marketing, *Properties of Merit 2007 Program Guides*, opportunities with Properties of Merit recipients, television/radio promotions, including banners/signage at Awards programs statewide and more.

As the extensive work continues in 2007 to launch programs across the state in 2008, these **overall statewide partners** will be positioned as making these expanded programs possible. Erie, State College, Philadelphia, Harrisburg, Pittsburgh and Scranton are all planned expansion communities for 2008.

2006/2007 Statewide Sponsors include: *The Department of Community and Economic Development State of Pennsylvania*

Regional SPONSORSHIPS

RESTORATION PARTNERS - \$35,000+

Restoration partnerships offer the highest regional sponsorship exposure in active Properties of Merit regions like the Lehigh Valley with recognition in both Properties of Merit Awards and Service Corp programs in 2007 including but not limited to Allentown (the only community for 2007 with both Awards and Service Corps programs), Bethlehem and Easton and planned programs in Coopersburg and Slatington. Highest levels of exposure during all regional awards programs including promotions in print, radio, television and in news media and *Properties of Merit 2007 Program Guides including banners/signage at Awards programs statewide and more.*

CONSTRUCTION PARTNERS - \$20,000+

Creates high visibility and benefits for **construction partners**. Top billing exposure during all regional Properties of Merit Awards programs including advertising and promotion on radio, television and in news media and *Properties of Merit 2007 Program Guides including banners/signage at Awards programs statewide and more.*

2006 Regional Sponsors include: *The Morning Call (Lehigh Valley)*

Community SPONSORSHIPS

FOUNDATION PARTNERS - \$10,000+

ARBOR PARTNERS - \$5,000+

MASONRY PARTNERS - \$2,500+

Provides strong visibility as a partner of a local Awards or Service Corp program as a **community partner** in a category that best suits your organization. Official categories include VOLUNTEER UNDERWRITER, PRINTING UNDERWRITER, FRAMING UNDERWRITER, GIFTS UNDERWRITER, RECEPTION UNDERWRITER, SERVICE CORPS UNDERWRITER (Allentown only in 2007), OFFICE SUPPLY UNDERWRITER, OPERATING UNDERWRITER and other UNDERWRITING categories. Marketing exposure reflecting your level of sponsorship investment including *Properties of Merit 2007 Program Guide(s)*.

Supporting SPONSORSHIPS

JOINERY PARTNERS - \$1,000+

LANDSCAPING PARTNERS - \$500+

BRICK PARTNERS - \$499-

A great way to support the community and economic revitalization of your community and identify your firm as a community supporter while also building visibility for your organization as a **supporting partner**. Marketing exposure reflecting your level of sponsorship investment listed in *Properties of Merit 2007 Program Guide(s)*.



Statewide SPONSORSHIPS ARCHITECTURAL PARTNERS \$50,000+

Benefits and Visibility:

1. **License to use the term "Statewide Sponsor Partner of Properties of Merit"** and/or "Architectural Sponsor Partner of Properties of Merit" and to use Properties of Merit proprietary marks (name/logo) on approved Partner materials.
2. **Prominently recognized as Underwriter for Properties of Merit's first statewide conference Jan/Feb 2008** in Allentown, PA (date to be announced)
3. Logo prominently listed in **ALL Properties of Merit 2007 Program Guides** at "Statewide /Architectural Level"
4. **Logo prominent on ALL ballots statewide printed, distributed and appearing** in newspaper and online outlets statewide including upwards of 12 ballot appearances in 149,000 Morning Call newspapers in the Lehigh Valley for the Allentown, Bethlehem and Easton Properties of Merit programs
5. **Unlimited Invitations to ANY Properties of Merit programs statewide**
6. **Company employee volunteer involvement opportunities**
7. **Logo displayed prominently on the home page of Properties of Merit's web site** (launch date June 2007) at www.mypom.org at the "Architectural Level" with a direct link to your firm's web site
8. **Listed at Statewide/Architectural Levels in any standby ads that might appear in selected editions of the Morning Call** the month leading up to Properties of Merit 2007
9. **Host opportunities at Properties of Merit Awards Programs** of your choice
10. **Logo displayed at ALL awards programs statewide in power point presentations** of finalists and People Choice winners run during the awards programs statewide
11. "Random Acts of Sponsorship Recognition": **Creative recognition for your firm as negotiated**
12. **Firm's name linked** to a critical component of ALL Awards and Service Corps Programs statewide
13. **Opportunities for statewide literature, coupon distribution, business-flyer insertions and other options** such as Properties of Merit mailings, advance in-store promotions and other cross-promotional campaigns customized to meet your marketing strategies
14. **Prominent recognition in any advertising through local radio/television/cable medias** produced by Properties of Merit, Inc. that might occur
15. A beautifully **framed sponsor partner gift for your office** displaying your firm's name as a "Properties of Merit 2007 Statewide Sponsor Partner



Regional SPONSORSHIPS

RESTORATION PARTNERS - \$35,000+

Benefits and Visibility:

1. **License to use the term “Regional Sponsor Partner of Properties of Merit”** and/or “Restoration Sponsor Partner of Properties of Merit” and to use Properties of Merit proprietary marks (name and logo) on approved Partner materials.
2. **Prominently recognized as Underwriter for Properties of Merit’s first statewide conference Jan/Feb 2008** in Allentown, PA (date to be announced)
3. Logo prominently listed in **ALL Properties of Merit 2007 Program Guides** at “Regional /Restoration Level”
4. **Logo prominent on ALL ballots statewide printed, distributed and appearing** in newspaper and online outlets regionally including upwards of 12 ballot appearances in 149,000 Morning Call newspapers in the Lehigh Valley for the Allentown, Bethlehem and Easton Properties of Merit programs
5. **Unlimited Invitations to ANY Properties of Merit programs regionally**
6. **Company employee volunteer involvement opportunities**
7. **Logo displayed prominently on the regional home page of Properties of Merit’s web site** (launch date June 2007) at www.mypom.org at the “Restoration Level” with a direct link to your firm’s web site
8. **Listed at Regional/Restoration Level in any standby ads that might appear in selected editions of the Morning Call** the month leading up to Properties of Merit 2007
9. **Host opportunities at Regional Properties of Merit Awards Programs**
10. **Logo displayed at regional awards programs in power point presentations** of finalists and People Choice winners run during the awards programs regional
11. **“Random Acts of Sponsorship Recognition”: Creative recognition for your firm as negotiated**
12. **Firm’s name linked** to a critical component of regional Awards and Service Corps Programs
13. **Opportunities for regional literature, coupon distribution, business-flyer insertions and other options** such as Properties of Merit mailings, advance in-store promotions and other cross-promotional campaigns customized to meet your marketing strategies
14. **Prominent recognition in any regional advertising through local radio/television/cable medias** produced by Properties of Merit, Inc.
15. A beautifully **framed sponsor partner gift for your office** displaying your firm’s name as a “Properties of Merit 2007 Regional Sponsor Partner”



Regional SPONSORSHIPS

CONSTRUCTION PARTNERS - \$20,000+

Benefits and Visibility:

1. **License to use the term "Regional Sponsor Partner of Properties of Merit" and/or "Construction Sponsor Partner of Properties of Merit" and to use Properties of Merit proprietary marks (name and logo) on approved Partner materials.**
2. **Prominently recognized as Underwriter for Properties of Merit's first statewide conference Jan/Feb 2008 in Allentown, PA (date to be announced)**
3. Logo prominently listed in **ALL Properties of Merit 2007 Program Guides** at "Regional /Construction Level"
4. **Logo prominent on ALL ballots regionally printed, distributed and appearing** in newspaper and online outlets regionally including upwards of 12 ballot appearances in 149,000 Morning Call newspapers in the Lehigh Valley for the Allentown, Bethlehem and Easton Properties of Merit programs
5. **Unlimited Invitations to ANY Properties of Merit programs regionally**
6. **Company employee volunteer involvement opportunities**
7. **Logo displayed prominently on the home page of Properties of Merit's web site** (launch date June 2007) at www.mypom.org at the "Construction Level" with a direct link to your firm's web site
8. **Listed at Regional/Construction level in any standby ads that might appear in selected editions of the Morning Call** the month leading up to Properties of Merit 2007
9. **Host opportunities at Regional Properties of Merit Awards Programs**
10. **Logo displayed at regional awards programs in power point presentations** of finalists and People Choice winners run during the awards programs regional
11. **"Random Acts of Sponsorship Recognition": Creative recognition for your firm as negotiated**
12. **Firm's name linked** to a critical component of regional Awards and Service Corps Programs
13. **A beautifully framed sponsor partner gift for your office** displaying your firm's name as a "Properties of Merit 2007 Regional Sponsor Partner"



Community SPONSORSHIPS

FOUNDATION PARTNERS - \$10,000+

Benefits and Visibility:

1. **License to use the term “Community Sponsor Partner of Properties of Merit” and/or “Foundation Sponsor Partner of Properties of Merit” and to use Properties of Merit proprietary marks (name and logo) on approved Partner materials.**
2. **Logo prominently listed in ALL specific *Properties of Merit 2007 Program Guides* at “Community /Foundation Level”**
3. **Logo on ALL ballots in specific communities printed, distributed and appearing** in newspaper and online outlets pertaining to specific awards and service corps programs including upwards of appearances in 149,000 Morning Call newspapers in the Lehigh Valley for the Allentown, Bethlehem and Easton Properties of Merit programs
4. **Unlimited Invitations to specific Properties of Merit awards programs**
5. **Company employee volunteer involvement opportunities**
6. **Logo displayed on the community home page of Properties of Merit’s web site** (launch date June 2007) at www.mypom.org at the “Foundation Level” with a direct link to your firm’s web site
7. **Listed at Community/Foundation level in any standby ads that might appear in selected editions of the Morning Call** the month leading up to Properties of Merit 2007
8. **Host opportunities at specific Properties of Merit Awards Programs**
9. **Logo displayed at community awards programs in power point presentations** of finalists and People Choice winners run during the awards programs community
10. **“Random Acts of Sponsorship Recognition”: Creative recognition for your firm as negotiated**
11. **Firm’s name linked** to a critical component of community Awards and Service Corps Programs
12. **A beautifully framed sponsor partner gift for your office** displaying your firm’s name as a “Properties of Merit 2007 Community Sponsor Partner”



Community SPONSORSHIPS

ARBOR PARTNERS - \$5,000+

Benefits and Visibility:

1. **License to use the term “Community Sponsor Partner of Properties of Merit” and/or “Arbor Sponsor Partner of Properties of Merit”**
2. Logo prominently listed in **ALL specific Properties of Merit 2007 Program Guides** at “Community /Arbor Level”
3. **Logo on ALL ballots for specific communities printed, distributed and appearing** in newspaper and online outlets pertaining to specific awards and service corps programs including upwards of appearances in 149,000 Morning Call newspapers in the Lehigh Valley for the Allentown, Bethlehem and Easton Properties of Merit programs
4. **Unlimited Invitations to specific Properties of Merit awards programs**
5. **Company employee volunteer involvement opportunities**
6. **Logo displayed on the community home page of Properties of Merit’s web site** (launch date June 2007) at www.mypom.org at the “Arbor Level” with a direct link to your firm’s web site
7. **Listed in any standby ads that might appear in selected editions of the Morning Call** the month leading up to Properties of Merit 2007
8. **Logo displayed at community awards programs in power point presentations** of finalists and People Choice winners run during the awards programs community
9. **“Random Acts of Sponsorship Recognition”:** **Creative recognition for your firm as negotiated**
10. A beautifully **framed sponsor partner gift for your office** displaying your firm’s name as a “Properties of Merit 2007 Community Sponsor Partner”



Community SPONSORSHIPS

MASONRY PARTNERS - \$2,500+

Benefits and Visibility:

1. **License to use the term “Community Sponsor Partner of Properties of Merit” and/or “Arbor Sponsor Partner of Properties of Merit”**
2. Logo prominently listed in **ALL *Properties of Merit 2007 Program Guides*** at “Community /Arbor Level”
3. **Logo on ALL ballots for specific communities printed, distributed and appearing** in newspaper and online outlets pertaining to specific awards and service corps programs including upwards of appearances in 149,000 Morning Call newspapers in the Lehigh Valley for the Allentown, Bethlehem and Easton Properties of Merit programs
4. **Unlimited Invitations to specific Properties of Merit awards programs**
5. **Company employee volunteer involvement opportunities**
6. **Logo displayed on the community home page of Properties of Merit’s web site** (launch date June 2007) at www.mypom.org at the “Arbor Level” with a direct link to your firm’s web site
7. **Listed at Community/Masonry level in any standby ads that might appear in selected editions of the Morning Call** the month leading up to Properties of Merit 2007
8. **“Random Acts of Sponsorship Recognition”:** **Creative recognition for your firm as negotiated**
9. A beautifully **framed sponsor partner gift for your office** displaying your firm’s name as a “Properties of Merit 2007 Community Sponsor Partner”



Supporting SPONSORSHIPS

JOINERY PARTNERS - \$1,000+

Benefits and Visibility:

1. **License to use the term “Supporting Sponsor Partner of Properties of Merit” and/or “Joinery Sponsor Partner of Properties of Merit”**
2. **Firm/organization prominently listed in ALL *Properties of Merit 2007 Program Guides* at “Supporting /Joinery Level”**
3. **Firm name on ALL ballots for specific communities printed, distributed and appearing** in newspaper and online outlets pertaining to specific awards and service corps programs including upwards of appearances in 149,000 Morning Call newspapers in the Lehigh Valley for the Allentown, Bethlehem and Easton Properties of Merit programs
4. **Unlimited Invitations to specific Properties of Merit awards programs**
5. **Company employee volunteer involvement opportunities**
6. **Firm/organization name displayed on the community home page of Properties of Merit’s web site** (launch date June 2007) at www.mypom.org at the “Joinery Level” with a direct link to your firm’s web site
7. **Listed at Supporting/Joinery level in any standby ads that might appear in selected editions of the Morning Call** the month leading up to Properties of Merit 2007
8. **“Random Acts of Sponsorship Recognition”:** **Creative recognition for your firm as negotiated**
9. **A beautifully framed sponsor partner gift for your office** displaying your firm’s name as a “Properties of Merit 2007 Supporting Sponsor Partner”



Supporting SPONSORSHIPS

LANDSCAPING PARTNERS - \$500+

Benefits and Visibility:

1. **License to use the term “Supporting Sponsor Partner of Properties of Merit” and/or “Landscaping Sponsor Partner of Properties of Merit”**
2. **Firm/organization prominently listed in specific Properties of Merit 2007 Program Guides at “Supporting /Landscaping Level”**
3. **Unlimited Invitations to specific Properties of Merit awards programs**
4. **Company employee volunteer involvement opportunities**
5. **Firm/organization name displayed on the community home page of Properties of Merit’s web site (launch date June 2007) at www.mypom.org at the “Landscaping Level” with a direct link to your firm’s web site**
6. **Listed at Supporting/Landscaping level in any standby ads might appear in selected editions of the Morning Call the month leading up to Properties of Merit 2007**
7. **A beautifully framed sponsor partner gift for your office displaying your firm’s name as a “Properties of Merit 2007 Supporting Sponsor Partner”**
8. **And more**



Supporting SPONSORSHIPS

BRICK PARTNERS - \$499-

Benefits and Visibility:

1. License to use the term “Supporting Sponsor Partner of Properties of Merit” and/or “Brick Sponsor Partner of Properties of Merit”
2. Firm/organization prominently listed in **specific Properties of Merit 2007 Program Guides** at “Supporting /Brick Level”
3. **Unlimited Invitations to specific Properties of Merit awards programs**
4. **Company employee volunteer involvement opportunities**
5. **Firm/organization name displayed on the community home page of Properties of Merit’s web site** (launch date June 2007) at www.mypom.org at the “Brick Level” with a direct link to your firm’s web site
6. **Listed in any standby ads that might appear in selected editions of the Morning Call** the month leading up to Properties of Merit 2007
7. A beautifully **framed sponsor partner gift for your office** displaying your firm’s name as a “Properties of Merit 2007 Supporting Sponsor Partner”
8. And more

	PROPERTIES OF MERIT PARTNERSHIP COMMITMENT	Architectural	Restoration	Construction	Foundation	Arbor	Masonry	Joinery	Landscaping	Brick
		\$50,000 +	\$35,000 +	\$20,000 +	\$10,000 +	\$5,000 +	\$2,500 +	\$1,000 +	\$500 +	\$499 -
		STATEWIDE	REGIONAL	REGIONAL	COMMUNITY	COMMUNITY	COMMUNITY	SUPPORTING	SUPPORTING	SUPPORTING
1	Opportunities for literature and coupon distribution, business-flyer insertions and other options in Properties of Merit mailings, PLUS advance in-store promotions and other cross-promotional campaigns customized to meet your marketing strategies	With ALL programs statewide	With ALL programs regionally							
2	Prominent recognition in any advertising through local radio/television/cable medias produced by Properties of Merit, Inc. as negotiated	X	X							
3	Prominently recognized as Underwriter for Properties of Merit's first statewide conference Jan/Feb 2008 held in Allentown, PA (date to be announced)	X	X	X						
4	Host opportunities at Properties of Merit Awards Programs of your choice	At ALL programs statewide	At ALL programs regionally	At ALL programs regionally	At programs in specific communities					
5	Firm's name linked to a critical component of Awards and Service Corps Programs	With ALL programs statewide	With ALL programs regionally	With ALL programs regionally	With programs in specific communities					
6	Logo displayed in power point presentations of finalists and People Choice winners run during awards programs	At ALL awards programs statewide	At ALL awards programs regionally	At ALL awards programs regionally	At awards programs in specific communities	At awards programs in specific communities				
7	"Random Acts of Sponsorship Recognition": Creative recognition for your firm as negotiated	X	X	X	X	X				
8	Recognition on ballots printed, distributed and appearing in newspaper, online and ballot box locations including upwards of 12 ballot appearances in 149,000 Morning Call newspapers in the Lehigh Valley for the Allentown, Bethlehem and Easton Properties of Merit programs	Logo prominent on ALL ballots statewide	Logo prominent on ALL ballots regionally	Logo prominent on ALL ballots regionally	Logo prominent on ALL ballots in specific communities	Logo prominent on ALL ballots in specific communities	Logo prominent on ALL ballots in specific communities	Firm Name on ALL ballots in specific communities		

PROPERTIES OF MERIT PARTNERSHIP COMMITMENT		Architect	Restoration	Construction	Foundation	Arbor	Masonry	Joinery	Landscaping	Brick
		\$50,000 +	\$35,000 +	\$20,000 +	\$10,000 +	\$5,000 +	\$2,500 +	\$1,000 +	\$500 +	\$499 -
		STATEWIDE	REGIONAL	REGIONAL	COMMUNITY	COMMUNITY	COMMUNITY	SUPPORTING	SUPPORTING	SUPPORTING
9	License to use the term "_____ " and to use Properties of Merit proprietary marks (name/logo) on approved Partner materials	"Architectural and/or Statewide Partner...."	"Restoration and/or Regional Partner..."	"Construction and/or Regional Partner...."	"Foundation and/or Community Partner...."	"Arbor and/or Community Partner...."	"Masonry and/or Community Partner...."	"Joinery and/or Supporting Partner...."	"Landscaping and/or Supporting Partner...."	"Brick and/or Supporting Partner...."
10	Recognition in Properties of Merit 2007 Program Guides at partner sponsor levels	Logo prominently listed in ALL guides statewide	Logo prominently listed in regional program guides	Logo prominently listed in regional guides	Logo prominently listed in specific community program guides	Logo prominently listed in specific community guides	Logo prominently listed in specific community guides	Firm Name prominently listed in specific community guides	Firm Name prominently listed in specific community guides	Firm Name prominently listed in specific community guides
11	Invitations to Properties of Merit Awards Reception programs	Unlimited Invitations to ALL programs Statewide	Unlimited Invitations to ALL programs Regionally	Unlimited Invitations to ALL programs Regionally	Unlimited Invitations to programs in specific communities	Unlimited Invitations to programs in specific communities	Invitations to programs in specific communities	Invitations to programs in specific communities	Invitations to programs in specific communities	Invitations to programs in specific communities
12	Company employee volunteer involvement opportunities	X	X	X	X	X	X	X	X	X
13	Recognition on Properties of Merit's web site (launch date June 2007) at www.mypom.org	Logo prominently listed on home page w/ direct link	Logo prominently listed on regional home page w/ direct link	Logo prominently listed on regional home page w/ direct link	Logo prominently listed on community home page w/ direct link	Logo prominently listed on community home page	Logo prominently listed on community home page	Firm name listed on community home page	Firm name listed on community home page	Firm name listed on community home page
14	Listed at partnership level in standby ads appearing in selected editions of the Morning Call the month leading up to Properties of Merit 2007	"Statewide Architectural Partner Level"	"Regional Restoration Partner Level"	"Regional Construction Partner Level"	"Community Foundation Partner Level"	"Community Arbor Partner Level"	"Community Masonry Partner Level"	"Supporting Joinery Partner Level"	"Supporting Landscaping Partner Level"	"Supporting Brick Partner Level"
15	A beautifully framed sponsor partner gift for your office displaying your organization and firm's name as a "Properties of Merit 2007 Sponsor Partner"	X	X	X	X	X	X	X	X	X