

# Sponsorship Opportunities

## **ALAN's Mission:**

To engage the supply chain community to support humanitarian relief efforts.

American Logistics Aid Network (ALAN) serves as a primary point of industry contact for disaster relief support. ALAN makes donation needs visible to the logistics industry and establishes an efficient process for providing the necessary goods and services through its web portal, [www.alanaid.org](http://www.alanaid.org). Needs for supply chain expertise, products, equipment, and services such as transportation, warehousing and material handling are matched with available donations.

## **ALAN's Value Proposition**

People and organizations want to help, but oftentimes don't know how. ALAN engages the supply chain community to meet identified needs in a time of crisis through the ALAN group of association partners.

In fact, in times of crisis, sometimes companies try to help in ways that aren't helpful. Unsolicited material and volunteers negatively impact relief and recovery. ALAN helps organizations and individuals avoid those uncoordinated, unnecessary activities, and maximizes value. In addition, when existing supply chain nodes fail, ALAN helps impacted communities rebound by enabling new capacity to be identified and engaged.

There's no question that relationship and network building within the humanitarian relief community before, during, and after an event is critical. ALAN pulls it all together.

- Agencies, like companies, have brand protection concerns at the time of an event. There is much inter-agency collaboration through which trust and relationship is based.
- Disaster relief and recovery works within a federalist system with significant jurisdictional boundaries and government agency limitations.
- Rapid recovery is critical to long-term community economic health as business failure rates quickly rise as the time of business interruption extends.

## **ALAN Needs Sponsors To Succeed**

ALAN has a number of needs, including enhancing its internet portal to further facilitate posting of needs and offers of support plus reporting of results, marketing and communication to help engage key players involved, developing ongoing funding and support infrastructure, and solidifying VOAD relationships through participation in related events & conferences.



Whether you're a corporation or an individual, there are various levels you at which you can help, depending on your ability and budget:

**Lead Sponsor (\$100,000 and \$50,000)**

Lead sponsors will fund the foundation of the ALAN network. An initial contribution of \$100,000 will assist with such needs as building out its database to engage those individuals and companies most likely to be able to meet agency needs at the time of an event. Lead sponsors receive these benefits over a 3-year time period:

- Industry-wide recognition of your contribution through preliminary press relations orchestrated with all supply chain-related trade press as well as local press coverage in your market.
- Formal acknowledgement from ALAN to your key stakeholders (including employees, investors, any other key constituencies that are important to you). ALAN will work closely with you on developing an appropriate communication plan.
- Acknowledgement of your company for a full year on the ALAN home page.
- Your logo featured on the ALAN website under "Our Member Sponsors" page.
- Your logo included as part of all collateral materials that are distributed to more than 12 association partners and on signage used at various supply chain industry events.
- Mention during all Web conferences sponsored by ALAN.

**Platinum Sponsor (\$10,000 annually)**

- Industry-wide recognition of your contribution through preliminary press relations orchestrated with all supply chain-related trade press.
- Your logo featured on the ALAN website under "Our Member Sponsors" page.
- Your logo included as part of all collateral materials that are distributed to more than 12 association partners and on signage used at various supply chain industry events.
- Mention during all Web conferences sponsored by ALAN.

**Gold Sponsor (\$5,000 annually)**

- Industry-wide recognition of your contribution along with other sponsors through preliminary press relations orchestrated with all supply chain-related trade press.
- Your name featured as a Gold Sponsor on the ALAN website under "Our Member Sponsors" page.
- Your name included as a Gold Sponsor as part of all collateral materials and on signage used at various supply chain industry events.
- Mention during all Web conferences sponsored by ALAN.

**Silver Sponsor (\$2,500 annually)**

- Industry-wide recognition of your contribution along with other sponsors through preliminary press relations orchestrated with all supply chain-related trade press.
- Your name featured as a Silver Sponsor on the ALAN website under "Our Member Sponsors" page.
- Your name included as a Silver Sponsor on signage used at various supply chain industry events.
- Mention during all Web conferences sponsored by ALAN.

### **Bronze Sponsors (\$500 annually)**

- Your name featured as a Bronze Sponsor on the ALAN website under “Our Member Sponsors” page.
- Your name included as a Bronze Sponsor on signage used at various supply chain industry events.
- Your name listed during all Web conferences sponsored by ALAN.

### **Association Sponsorships (recommended \$1,000 donation annually)**

Non-profit associations also can demonstrate their support of ALAN in the supply chain community in such ways:

- Educate and inform members through existing communication channels (i.e., member newsletters, web site, letter from board members or executive staff).
- High visibility, permanent page on association web site linking to ALAN web site.
- Distribute ALAN brochure (online or in-print) to association members.
- Host a webcast in which your members can participate to better understand ALAN and its needs.
- Provide comped booth space and registration for key ALAN volunteers at conferences and/or exhibitions.
- Advertising in printed member directory, resource guides, or others channels.
- In-kind support (i.e. banking and accounting support by CSCMP).

### **Supporting ALAN associations include:**

**AFFI** – American Frozen Food Institute  
**APICS** – The Association for Operations Management  
**AST&L** – American Society of Transportation and Logistics  
**ATA** – American Trucking Associations  
**CSCMP** – Council of Supply Chain Management Professionals  
**Feeding America** – formerly Second Harvest  
**GCCA** – Global Cold Chain Alliance  
**FMI** – Food Marketing Institute  
**GMA** – Grocery Manufacturers Association  
**IARW** – International Association of Refrigerated Warehouses  
**IRTA** – International Refrigerated Transportation Association  
**LATC** – Los Angeles Transportation Club  
**MHEDA** – Material Handling Equipment Dealers of America  
**MHIA** – The Material Handling Industry of America  
**NASSTRAC** – National Shippers Strategic Transportation Council  
**IWLA** – International Warehouse Logistics Association  
**SWA** – Southeastern Warehouse Association  
**WERC** – Warehousing Education and Research Council  
**WFLO** – World Food Logistics Organization

### **For further information or to become a sponsor, contact:**

John T. (Jock) Menzies  
410-246-0501  
jmenzies@termcorp.com

Mark Richards  
714-538-5990  
mark@awilogistics.com



American  
**Logistics Aid Network**  
*Mobilizing for Emergency Response*

**www.ALANaid.org**