



Dear Valued Business Partner,

Genesis HealthCare System, in association with Spirit of Women, is offering an exciting opportunity to connect with women. As you probably know, women make decisions for over 75 percent of all purchases. Become a Spirit of Women Business Partner and join us as we connect you with your number one customer.

The Spirit of Women Consumer Membership Program is a nationwide initiative aimed at enhancing women's health, beauty and spirit through community-based events and educational programs. Your participation in the membership program will assist your business in forging a unique, trusted, long-term relationship with women in our community while supporting our important educational and fun events.

As a Spirit of Women Business Partner, you can expect the following benefits:

- Access to thousands of women in the 25-75 year old demographic with significant purchasing power.
- Promotion of your business in the following ways:
 - Your name will appear on the Spirit of Women section of genesishcs.org.
 - All new member packets will list your business.
 - Your business name may appear in some of our event materials.
 - You will have the opportunity to share information at Spirit events throughout the year.
 - You can provide flyers to be distributed at Spirit events.
 - Your business will have access to booth space at our signature event – Girls' Night Out.

As a Spirit of Women Business Partner, you make the following commitments:

- Donate three items valued at \$50.00 or more from your organization per year to be given away at Spirit of Women events in conjunction with Genesis HealthCare System. These items can be anything you choose—a gift basket of your products or other products women enjoy, a gift certificate for your services, a gift card or any other gift appropriate for women. (In lieu of an item donation, a cash donation of \$150 or more can be made to offset event and speaker costs.) We recognize your business when we give away the gift, so this donation will promote interest in and recognition of your business.
- Offer a discount towards purchases at your business for Spirit of Women members. (Visit <https://www.genesishcs.org/about-us/spirit-of-women/member-discounts/> to see a listing of current Spirit Business Partners and discounts.)

Join us in making this important commitment to benefit not only the lives of women, but also the future health of our entire community.

To become a Business Partner, simply fill out the Business Partner Contract and email to me at lbowers@genesishcs.org or mail to: Spirit of Women Business Partnership, c/o Genesis Marketing and Public Relations, 2503 Maple Ave., Suite A, Zanesville, Ohio 43701. You will also need to either send or contact us to pick up your three door prizes. For further information, contact me at (740) 454-5913. We look forward to partnering with you on this opportunity.

Sincerely,

Linda Bowers
Community Relations Consultant
Genesis Marketing & Public Relations



Business Partner Contract



Name of Business _____

Contact _____

Address _____

City _____ State _____ Zip Code _____

Phone _____ Fax _____ Email _____

Website (if applicable) _____

Preferred Way to Be Contacted _____

Number of Employees _____

Door Prizes: Dropped Off Mailed Picked up by Spirit Team Member

Business Categories: (Please circle the category that best describes your business)

- | | | | | |
|------------------|--------------------|------------|--------------|------------|
| Apparel | Fitness Center | Car Dealer | Bank | Florist |
| Real Estate | Bed & Breakfast | Restaurant | Spa | Nursery |
| Beauty Salon | Gourmet Food Store | Jewelry | Travel | Gift Store |
| Stationery/Cards | Caterer | Nail Salon | Dry Cleaners | |
| Other: _____ | | | | |

Discount that will be provided to all Spirit of Women members: _____

As a Spirit of Women business partner, in conjunction with Genesis HealthCare System, your business will be expected to adhere to the following:

- Donate three items valued at \$50.00 or more from your organization per year to be given away at Spirit of Women events in conjunction with Genesis HealthCare System. This donation will promote interest and recognition in your business. (In lieu of an item donation, a cash donation of \$150 or more can be made to offset event and speaker costs.)
- Offer a discount towards purchases at your business for Spirit of Women members.
- You may use the Spirit of Women logo or use the tagline "Spirit of Women Business Partner," as long as you receive our approval prior to use. You can e-mail or fax a copy of what you will be using the logo or tagline on for approval of use. If the logo or tagline is used without approval, your agreement will be terminated.

As a Spirit of Women Business Partner, I agree to donate three items representing \$50 each in value, per year, to Spirit of Women through Genesis HealthCare System, and provide the discount listed above to all Spirit of Women members that provide proof of membership at the time of purchase.

Signature _____ Date _____

Genesis HealthCare System and the Spirit of Women program reserve the right to determine business membership eligibility. Memberships will be determined on an annual basis.

Please return contracts and door prizes to:

Genesis Marketing & Public Relations

Attn: Linda Bowers

Phone: (740) 454-5913

Fax: (740) 454-5673



Genesis
HEALTHCARE SYSTEM