Unleashing the Unprecedented Excitement for the 2020 Election

Voters should not have to choose between their health and exercising their civic duty. When Americans vote early, they reduce the risk of potential health issues associated with in-person voting and ensure that last-minute problems will not prevent them from casting their ballots. But voting early rules - both for in-person and by-mail options - vary widely all over the country, causing confusion and preventing voters from casting their ballots.

Vote Early Day was founded by media companies, nonprofits, technology platforms, election administrators, influencers, and other businesses to help all eligible voters learn about their options to vote early and celebrate the act of voting early. This collaborative, open-source model - similar to Giving Tuesday and National Voter Registration Day - will ensure that millions more Americans take advantage of their options to vote early!

Scheduled ten days out from Election Day, this year on Saturday, October 24th, Vote Early Day and our partners will reach Americans as interest in the election peaks, raising awareness and sparking celebration, through:

---

Celebrations, Parades, and Ballot Parties: Through activations - such as car parades, house parties, and digital gatherings - organizations, college campuses, workplaces, friends, and neighbors will engage more Americans across the country to vote early.

Spread the Word: Through mass on-air or digital marketing, media companies will teach Americans how to vote early and point them to local events and resources to cast a ballot.

Poll Worker Recruitment: We’ll make sure early voting polling sites are fully staffed and ready to go!

Ballot Research and Plan Making: Everywhere in America (even in states with limited options to vote early), eligible voters can research their ballots and make a plan to vote. Through traditional and social media, street teaming, SMS outreach, and technology platform integrations, voters will be steered to resources to identify options to vote early or on Election Day, research their ballot, and commit to a plan to vote.

---

A Vision with Infinite Possibilities

Vote Early Day isn’t a coalition. It’s a holiday! Your company or organization is free to celebrate however you would like. The core team behind Vote Early Day is working to support and uplift your work -- join as a partner to receive support! We need partners in every state, in small towns and big cities, from all political parties, and in every community across America.
Premier Partnership Information and Agreement

Vote Early Day seeks premier partners to expand our reach and encourage every community to take part in this historic day.

As a Premier Partner, you will receive:

- **Consistent engagement** with Vote Early Day staff and leaders;
- **Promotion in all official materials** through both traditional and digital channels;
- **Recognition at the poll parties** on Vote Early Day;
- **Acknowledgment in post-election day report** that will highlight the impact achieved through our shared efforts, and,
- **Dedicated support to develop joint programming and outreach materials** with other partners.

To be considered a Premier Partner for Vote Early Day, an organization must:

- Agree to include their name or logo in public materials (e.g. press release and website);
- Share their Vote Early Day activation plans with the Working Group in advance;
- Report back successes and feedback; and,
- Bring in long-term resources to the Working Group (e.g. additional partners, field support, materials, etc.)

To become a **Vote Early Day Premier Partner**, please fill out this form and send a signed copy to info@voteearlyday.org.

Additionally, each **Premier Partner** organization must commit to at least one of the below. Please select all applicable categories to your organization:

- **Flagship Activation:** Reach at least 1,000 people on the ground at a minimum of one location through one-on-one outreach, public health-minded events, or celebrations.
- **National Networks:** Recruit at least 50 partners or partners who will reach at least 10,000 people on the ground nationwide;
- **Media:** Reach at least one million voters in social or traditional media impressions; or
- **Platform Integration:** Integrate vote early educational information into your platform to reach at least one million visitors.

**YES!** On behalf of ________________________________ (organization name)

I, ________________________________ (print name and title), commit to serving as a premier partner on Vote Early Day 2020.

**Signature:** ________________________________  **Date:** ________________________________

Please send completed forms to info@voteearlyday.org along with organizational logo for public materials and announcements.