

IT'S A WIN - WIN

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Whether it's a one-time activation or a lasting partnership, sponsorships are beneficial to both nonprofits and corporations alike.

	CORPORATION	NONPROFIT	FIND the right PARTNER
IMPACT	improve brand perception	funding to scale	<ul style="list-style-type: none"> • shared values • demographic alignment • relevant cause to customers • relevant cause to employees
CONSUMER CONNECTION + ENGAGEMENT	attract new customers	increase exposure and impact	
EMPLOYEE CONNECTION + ENGAGEMENT	increase employee branding & satisfaction	acquire new advocates	

partnerships take **DIFFERENT SHAPES**

**Today's partnerships go beyond writing a check
Below are examples on ways we can collaborate*

MARKETING FOR IMPACT PARTNER

\$25,000 - \$200,000



- Press Release announcing partnership
- Logo, description and click through to partners website
- Logo featured on relevant communications to partnership
- Logo featured on digital ad campaigns to targeted audiences (social media)
- Logo featured in monthly newsletter (50k+ subscribers)
- Logo/item featured in all student kits (appropriate age group)
- Agreed upon impact goals

HR ACTIVITY & COMMUNITY KITS

\$10,000 - \$25,000



- Press Release announcing partnership
- Partner hires Be Strong (nonprofit vs a for profit) to create custom HR support/activities utilized to enrich & benefit employees lives and to be used as community activations for employees to conduct at a local level
- *Celebrating Cultural Diversity & Resilience Kits created for IBM
- Agreed upon impact goals

SUPPORTING PARTNER

\$10,000 - \$200,000



- Press Release announcing partnership
- Partner makes in-kind product donation to Be Strong
- Logo, description and click through to partners website
- Seasonal relevant social media campaigns
- Be Strong create, manage and fulfill cause marketing campaigns on behalf of partner (design to execute)
- Be Strong is a content provider (video/photos - human interest stories)
- Employee Volunteer opportunities
- Agreed upon impact goals

HERO PARTNER

\$250,000+ (ANNUALLY)



- Press Release announcing partnership + quarterly updates
- Featured on Be Strong homepage + designated partner page
- Logo featured on organization banners and signage
- Rolling logo featured on digital content (social media)
- Category feature in monthly newsletter (50k+ subscribers)
- Logo/item featured in all student kits (appropriate age group)
- First right as title sponsor for all local/national events (virtual and in person)
- Agreed upon impact goals
- Employee Volunteer opportunities
- Employee Mentorship opportunities
- Be Strong is a content provider
- In Store Activations/Fundraisers
- Logo featured on all in school posters and appropriate assets
- Be Strong team, board, influencers and experts available for Employee/PR/Shareholder benefits