



## PARTNERSHIP PROGRAM

### Promote your company with the most comprehensive and successful market-wide fundraising campaign in Hampton Roads.

Give Local 757 unites the Hampton Roads community to strengthen our local nonprofits by sparking and growing philanthropy in our region. The award-winning program has grown from an experimental idea to truly become a region-wide movement and unparalleled fundraising phenomenon for our non-profit sector. What began as a 24-hour online regional giving day has grown to a year-round platform with innovative technology for people who want to easily and effectively make a difference.

Your corporate partnership offers a diversified and wide-reaching media exposure. Depending upon your level of participation, your company can receive:

- Print and electronic media branding
- Naming rights on prizes
- Year-Round branding
- Partner portal
- Logo on each donor receipt
- Charitable donation tax deduction
- Advertising branding
- Marketing kit
- Featured on website
- Included in publicity, promotion, and social media
- Promoted in nonprofit trainings and toolkits
- Give Local 757 web page w/ unique url
- 'Day-of' ticker and leaderboard
- Facebook LIVE events
- Featured in social media photo contest
- Donor database

Becoming a partner is an excellent business decision. Your partnership in this campaign represents the ultimate opportunity in 'cause-related marketing'. GL757 covers 100% of the most popular and important causes in our region. Your company will receive benefits in goodwill, employee morale and engagement, marketing, and branding. Show you care, while differentiating your organization by doing good.

### COMMUNITY IMPACT YTD:

- 2.7 million raised for 400 local causes
- 31,000 donations
- 46% new donors
- 6.5 million impressions
- 2,100 nonprofit staff trained

- **86% of Americans** expect companies to do more than just make a profit.
- Consumers are **more likely to do business with companies** that support causes they are passionate about.
- Give Local 757 participating nonprofits cross over all charitable causes available to the **1.7 million residents** in Hampton Roads.
- **74% of employees** say that their job is more fulfilling when their company makes a positive impact in the communities they live.
- When choosing between two companies with similar products that engaged in cause marketing, **70% of those surveyed cited "personal relevance of cause" as the reason they chose one company over another.**

**BECOME A CORPORATE PARTNER OF THIS UNIQUE BRANDING & PHILANTHROPIC EXPERIENCE!**

[www.givelocal757.org](http://www.givelocal757.org)