



Mobilizing marketing and technology experts to build 48 nonprofit websites in 48 hours.

Sponsorship Opportunities:

Boston, MA - June, 2017
Minneapolis, MN - October, 2017

Atlanta, GA - October 2017
New York, NY - November 2017

Overview

Nonprofits spend all of their time doing good, and not enough time focused on looking good. Imagine how much more they could do if their presence matched their purpose. 48in48, a 501(c)(3) based in Atlanta, GA, brings together volunteers from the local technology community to deliver \$1.5M of services to neighboring nonprofits. To date, 48in48 has built nearly 150 nonprofit websites!

The program has been nationally recognized by former president, George Bush Sr. and Points of Light for outstanding volunteerism. 48in48 is continuing our mission by extending the program to multiple cities across the United States. In 2017, 48in48 heads to Boston, MA, Minneapolis, MN, Atlanta, GA and New York, NY - creating 48 websites for 48 local nonprofits in each city.



With corporate support from companies like Delta Air Lines, LexisNexis, and Coca-Cola, we look forward to another fantastic year bringing marketing and technology to nonprofits around the nation!



Benefits for Sponsoring 48in48

We hope to have you on board! Whether you are seeking national representation or targeting a particular local area, benefits to sponsoring this event include:

1. **Brand Exposure:** Use this opportunity to market your products and services in front of 150+ motivated and enthusiastic technology professionals from top digital agencies nation-wide and your specific targeted local market or introduce your brand to 48 non profits in each local area. (Selected nonprofits have a maximum \$3MM annual working budget and are required to be nonproselytizing).
2. **Media Presence:** 48in48 will help communicate your company's support of the movement to revitalize the digital presence of local nonprofits through pre- and post-event public relations efforts and advertising.
3. **Employee Involvement:** Engage your employees by joining us at the event! Volunteer opportunities range from registration and set-up to web developers and designers. Employee presence at the event boosts morale and provides valuable face-to-face brand exposure.
4. **Social Responsibility:** Be a part of a unique revitalization effort impacting a broad range of initiatives across the country.

“Coca-Cola is proud to sponsor 48in48, a uniquely impactful event with a modern philanthropic purpose.”

- Kelly Buck, Coca-Cola

National Sponsorship

A National Sponsorship offers the biggest and broadest range of impact on the effectiveness of nonprofit marketing in the US, spanning all 48in48 events in 2017

2017 National Sponsorship Benefits

Sponsorship benefits 48 nonprofit organizations in **all selected U.S. cities**

- Sponsor mention in all media (social media, press releases, publications and television)
- Sponsor highlight story featured on 48in48 website
- Speaking opportunity at event and pre-event networking event
- Sponsor 's promotional material distributed at event
- Sponsor banner placement at event
- **Prominent logo Inclusion:**
 - Logo and hyperlink on 48in48 website
 - Event t-shirts
 - Event promotional materials
- Opportunity to have logo printed on appropriate event materials
- Opportunity to have a display table/booth at event
- Opportunity to host "Snack & Learn" presentations during event.
- Opportunity to serve as guest blogger on 48in48 blog.
- Opportunity to provide representation on annual 48in48 Sponsor Video.

Local Sponsorship

A Local Sponsorships is a narrowed strategic opportunity to reach your specific market through localized brand recognition through 48in48's advertising and promotional efforts taking place in your targeted local city.

2017 Local Sponsorship Benefits

Sponsorship benefits 48 nonprofit organizations in **one U.S. city**

- Sponsor mention in local media (social media, press releases, publications and television)
- Sponsor 's promotional material distributed at event
- Sponsor banner placement at event
- **Logo Inclusion:**
 - Logo and hyperlink on 48in48 website
 - Event t-shirts
 - Event promotional materials
- Opportunity to have a display table/booth at event
- Speaking opportunity during event program.
- Opportunity to host "Snack & Learn" presentations during event.
- Opportunity to combine sponsor benefits as Dev Team and Help Desk Sponsor. (see below)

"Snack & Learns" are 15-30 minute capacity building presentations hosted by a sponsor for participating nonprofit organizations. (Workshops, Demos, Info, Lecture, etc)

*Both National and Local sponsorships offer varying levels of participation. All sponsorships are customizable based on sponsor's particular interests.

Local Dev Team Sponsorship

A Dev Team Sponsorships is an opportunity paired with a company's volunteer website development team. This sponsorship allows a participating company to benefit from brand recognition through 48in48's advertising and promotional efforts taking place in your targeted local city.

2017 Dev Team Sponsorship Benefits

Sponsorship benefits 48 nonprofit organizations **in one U.S. city**. Sponsor's Volunteer Team Lead (Project Manager) should register no later than 6 weeks prior to event date.

- Sponsor mention in local social media
- **Logo Inclusion:**
 - Logo and hyperlink on 48in48 website
 - Event t-shirts
 - Event promotional materials
- Opportunity to be one of the first companies to select the nonprofit your team will work on at 48in48
- Opportunity to serve on local planning committee

Local Help Desk Sponsorship

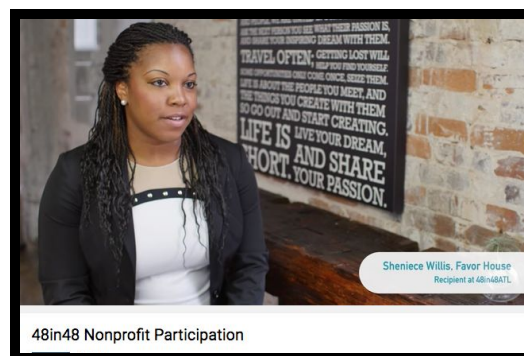
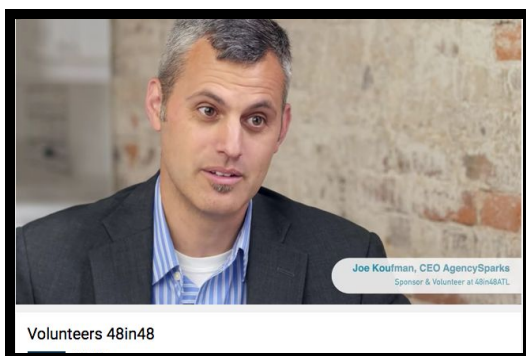
A Help Desk Sponsorships is an opportunity typically sought after by small agencies with a particular specialty in the web development process. This sponsorship allows a participating company to benefit from brand recognition through 48in48's advertising and promotional efforts taking place in your targeted local city.

2017 Help Desk Sponsorship Benefits

Sponsorship benefits 48 nonprofit organizations **in one U.S. city**. **Help Desk Opportunities include, but not limited to: SEO, WordPress, Content Management, and Quality Assurance.**

- On-site presence at event
- On-site Interaction with local professionals and agencies seeking assistance in sponsored Help Desk role
- Sponsor mention in local social media
- Sponsor mention during event program
- **Logo Inclusion:**
 - Logo and hyperlink on 48in48 website
 - Event t-shirts
 - Event promotional materials
- Opportunity to serve on local planning committee

Videos: Click on the images below to see what sponsors, volunteers and nonprofits say about 48in48.



Interested in Sponsoring 48in48?

We would love to talk with you!

Contact Information:

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*“We are proud to partner with 48in48 to
help design websites for nonprofits!”*

- Fabiola Jones, Google