

48in48 Sponsorship Overview

2018

London, UK
Atlanta, GA
New York City, NY
Boston, MA
Raleigh/Durham, NC
Bloomington, IL

48in48 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 200 nonprofit websites and will total nearly 650 sites by end of 2018!



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 City, NY - creating 48 websites for 48 local nonprofits in each city. In 2018 we will expand to London and at least one other city as well.

With corporate support from companies like Delta Air Lines, LexisNexis, Coca-Cola, and you, 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 or global 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 nonprofits in each local area. (Selected nonprofits have a maximum \$3MM annual working budget and are required to be nonproselytizing).

3. Social Responsibility:

Be a part of a unique revitalization effort impacting a broad range of initiatives across the country.

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.

4. Employee Involvement:

Engage your employees by joining us at the event! Volunteer opportunities range from registration and setup to web developers and designers. Employee presence at the event boosts morale and provides valuable face-to-face brand exposure.

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

— **Kelly Buck**, Coca-Cola

Global Sponsorship

A Global Sponsorship offers the biggest and broadest range of impact on the effectiveness of nonprofit marketing in the US and London, spanning all six 48in48 events in 2018.

Global Sponsorship Benefits — 2018

- Recognized as Global Sponsor receiving prominence over local digital sponsors under \$20,000
- Speaking opportunity at event
- Opportunity to provide a representative on the judging panel on the final event day
- 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 a "Snack & Learn" presentation during event*
- Secured spot as Employee Volunteer Development Team(s)
- External recognition for Employee Volunteer Development Team(s)
- Biannual Sponsor highlight feature on 48in48 social media channels (Sponsor has opportunity to create the promotion in house, custom to creativity and branding needs of Sponsor.)
- Representation on 48in48's National Strategic Planning Committee

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. Sponsorship benefits 48 nonprofit organizations in one US or UK city

Local Sponsorship Benefits — 2018

- Speaking opportunity at 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
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- Opportunity to have logo printed on appropriate event materials
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"Snack & Learns" are 15-30 minute capacity building presentations hosted by a sponsor for participating nonprofit organizations, such as workshops, demos, info, speaker panel, round table discussion, lectures, and more.

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

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.

Dev Team Sponsorship Benefits — 2018

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
- Secured spot as Employee Volunteer Development Team(s)
- External recognition for Employee Volunteer Development Team(s)

Help Desk Sponsorship

A Help Desk Sponsorship is an opportunity for a company to showcase their individual expertise in one aspect of the Web Development Process. This sponsorship allows a participating company to benefit from brand recognition during 48in48's on-site event in the targeted local city.

Help Desk Opportunities, not limited to:

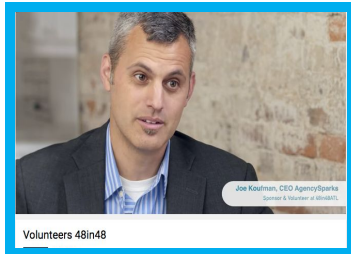
- SEO
- WordPress
- Graphic Design
- Content Management
- Quality Assurance

Help Desk Sponsorship Benefits — 2018

- On-site brand exposure including interaction with local digital agencies and professionals
- Sponsor mention in local social media
- **Logo Inclusion:**
 - Logo and hyperlink on 48in48 website
 - Event t-shirts
 - Event promotional materials
- Opportunity to serve on local planning committee

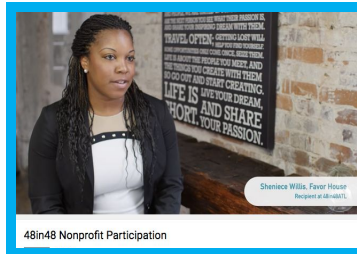
Learn more about 48in48:

Listen and watch what our volunteers, nonprofits and sponsors say about their 48in48 experience.



Testimonies from past 48in48 volunteers.

[WATCH](#)



Check out the impact of 48in48 from past nonprofits

[WATCH](#)



Words from our Sponsors

[WATCH](#)

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