

48 <IN> **48**TM IT'S
OUR
CODE.

SPONSORSHIP OPPORTUNITIES





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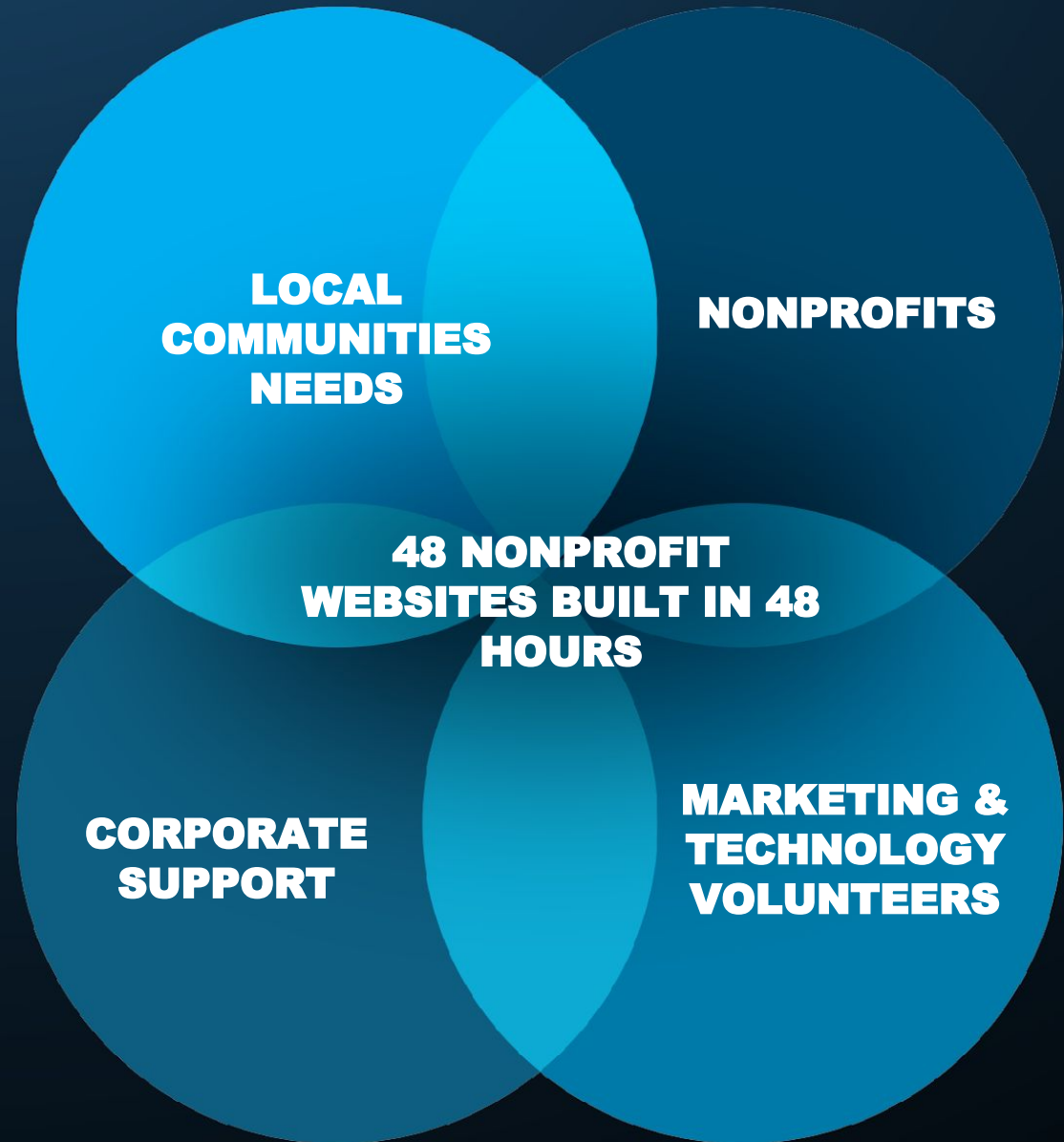
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THE IDEA





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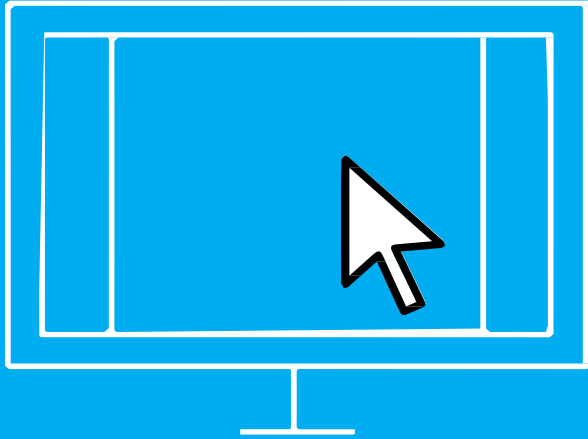


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THE APPROACH



**THROUGH DESIGN
+ DEVELOPMENT**



**(MARKETING AND
TECHNOLOGY)**

WE BUILD



**NONPROFIT
WEBSITES**

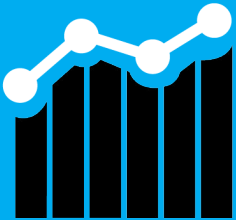
IN



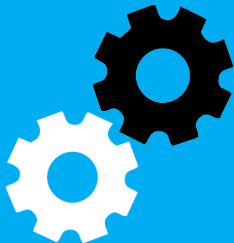
**CITIES AROUND
THE GLOBE**

**MOBILIZING MARKETING AND TECHNOLOGY
VOLUNTEERS TO SERVE NONPROFITS WORLDWIDE.**

SERVING NONPROFITS WITH WEBSITES AND...



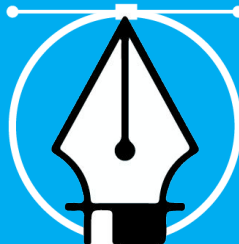
Marketing Expertise



Technology Expertise



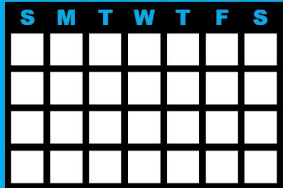
Marketing Plans



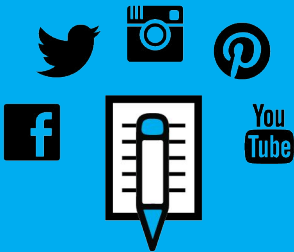
Logos



Brand Standards



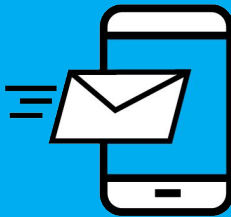
Go-To-Market Plan



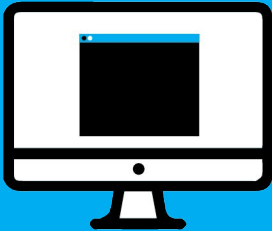
Social Media Plans



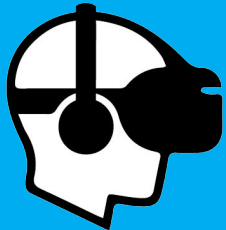
Education & Training (SEO, WordPress, Google)



Email Marketing Campaigns, Templates and "How to"



Digital Marketing Campaign (e.g. web, social media, etc.)



Special Projects (Virtual Reality)



Technology Integration

MOBILIZING MARKETING AND TECHNOLOGY VOLUNTEERS TO SERVE NONPROFITS WORLDWIDE.

48<IN>48™

**+ A strong
community
of Global
and Local
sponsors.**



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THE IMPACT



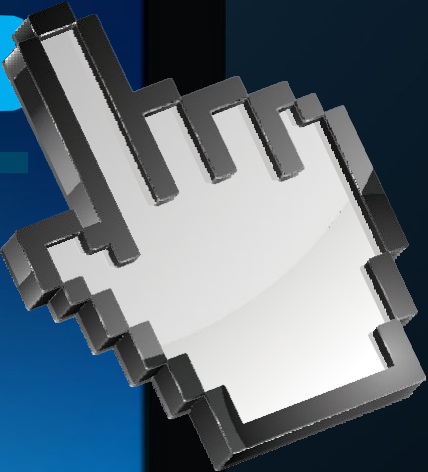


“Having a professionally-built, functional website has enabled us to more effectively engage with donors, volunteers and our community. 48in48 has made a profound impact on our mission and our ability to better serve our community.”

-48in48 Nonprofit Recipient

IMPACT TO DATE

RESULTS



700+

**Nonprofits
served
worldwide**

\$19m

**Total impact
within 4
years**

\$1.5M

**SERVICES
DONATED TO
NONPROFITS PER
CITY EVENT**



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2025 GOAL

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2025 GOAL



**SIMULTANEOUSLY
EXECUTE 48 EVENTS
IN 48 CITIES
WORLDWIDE
IN 48 HOURS**



**ACHIEVE \$75M
TOTAL ANNUAL
IMPACT**



**HELP 2,304 NONPROFITS
WITH 10,000 VOLUNTEERS,
IN 48 HOURS**

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2019 SIGNATURE EVENTS



★ 2019 SIGNATURE EVENT MARKETS



ATLANTA
& SUPER SERVICE EVENT

GA



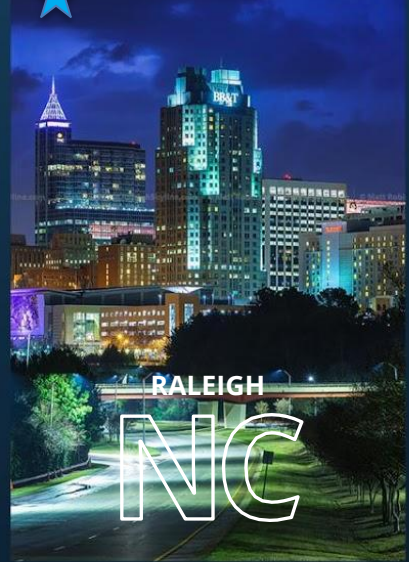
NEW YORK

NY



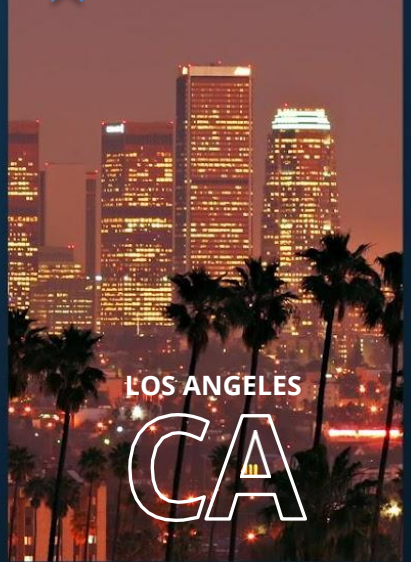
BOSTON

MA



RALEIGH

NC



LOS ANGELES

CA



LONDON

ENG



DALLAS

TX



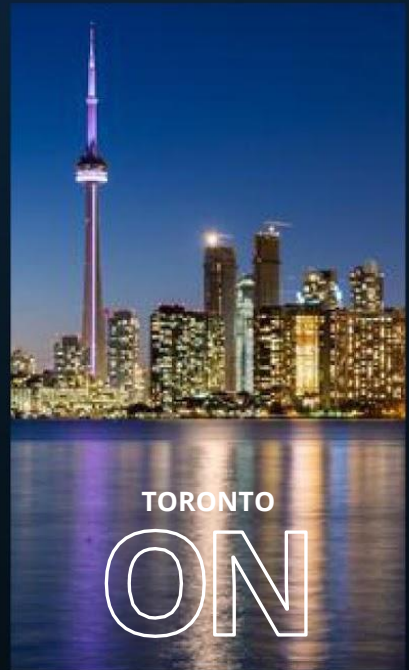
AUSTIN

TX



CHARLOTTE

NC



TORONTO

ON



PHILADELPHIA

PA



SEATTLE


WA

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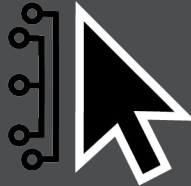
SPONSORSHIP OPPORTUNITIES



SPONSORSHIP OPPORTUNITIES



Meet your cause platform needs



Customized Specific Programs



Created employee engagement initiatives



Champion organization wide skills based volunteerism and support

SPONSORSHIP OPPORTUNITIES



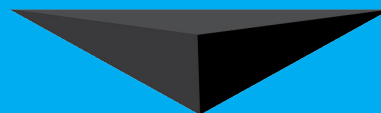
Employee
Engagement



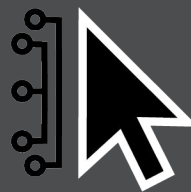
Cause
Initiatives



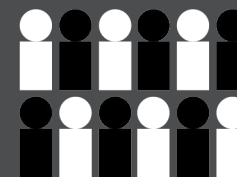
Brand
Exposure



Visionary
Sponsorship



Multiplier
Sponsorship



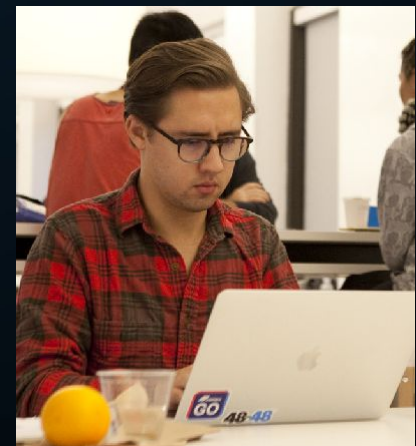
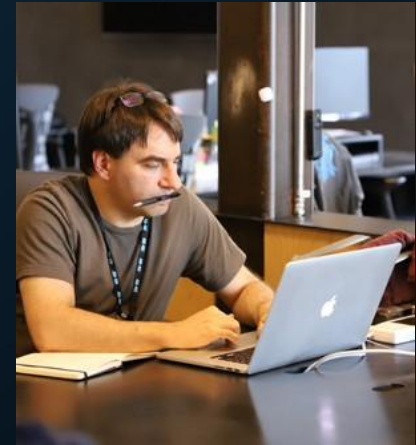
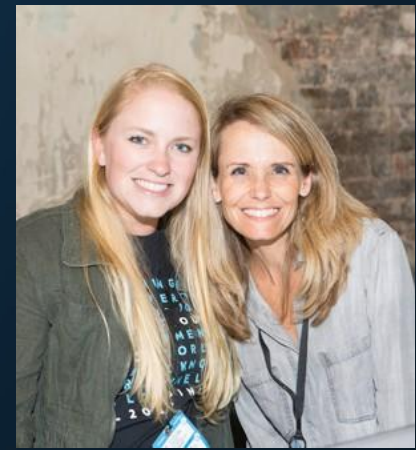
Single Event
Sponsorship

Visionary Sponsorship Opportunities

Visionary Sponsor Benefits

Annual contribution of \$100,000+ (minimum 3-year commitment)

- Global Recognition:
 - Premiere recognition across all 48in48 events and programs
 - Representation on 48in48's Global Strategic Planning Committee
 - 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.)
 - Boosted Post on Facebook, shared on all social channels
 - Opportunity to influence the selection of prospective 48in48 cities
- Local Signature Event Recognition across all activation points (see next slide)
- Volunteer Opportunities and recognition - Worldwide Employee Engagement
 - Recognized a 48in48 Global Team
 - Secured spot as Employee Volunteer Development Team(s)
 - External recognition for Employee Volunteer Development Team(s)
- Cause Platform
 - Opportunity to target the Sponsor's specific community initiatives (STEM education, homelessness, Veteran initiatives, etc)
 - 48in48 will provide an annual report on Sponsor's participation, tracking custom measured results based on the needs of marketing exposure and corporate social impact.
- **Access to the full 48in48 community** including nonprofits, community of corporate and agency professionals in marketing and technology industry
- **Customization** of all components to meet Coca-Cola Freestyle needs

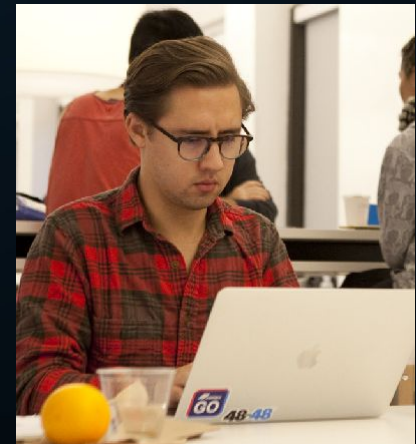
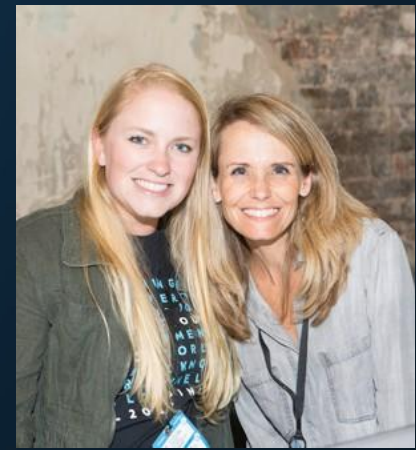


Multiplier Sponsorship Opportunities

Multiplier Sponsorship Benefits

Annual contribution of \$50,000+, minimum 2-city participation

- **Recognition in all sponsor-selected signature event locations:**
 - Recognized as Multiplier Sponsor across 48in48 events and programs
 - Representation on 48in48's Global Volunteer Teams Global Committee
 - Annual 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.*)
 - *Boosted Post on Facebook, shared on all social channels.*
 - Opportunity to influence the selection of prospective 48in48 cities
- **Local Signature Event Recognition** across all activation points (see next slide)
- **Employee Engagement / Development (Volunteer Team Benefits):**
 - Recognized a 48in48 Global Volunteer Team, if applicable
 - Secured spot as Employee Volunteer Development Team(s)
 - External recognition for Employee Volunteer Development Team(s)
 - 48in48-hosted internal kickoff in cities where applicable
- **Cause Platform**
 - Opportunity to target the Sponsor's specific community initiatives (STEM education, homelessness, Veteran initiatives, etc)
 - 48in48 will provide an annual report on Sponsor's participation, tracking custom measured results based on the needs of marketing exposure and corporate social impact.
- **Access to the full 48in48 community** including nonprofits, community of corporate and agency professionals in marketing and technology industry
- **Customization** of all components to meet Coca-Cola Freestyle needs



Signature Event Sponsorship Opportunities

Signature Sponsorship Benefits

Single Event Sponsorship (Custom sponsorship opportunities are crafted based on Sponsor's particular needs and interests)

- **Local Recognition:**

- Recognized as Local Event Sponsor
 - Company name mention during opening and closing event program
- 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.)
 - Boosted Post on Facebook, shared on all social channels
- Opportunity for executive representation on the judge's panel at event
- Opportunity for a speaker and/or facilitator to participate during opening or closing program
- Sponsor banner placement at events
- Opportunity to provide donated items for participating volunteers and nonprofits
- Opportunity to host an "Impact Lab" presentation*

- **Logo Inclusion:**

- Logo and hyperlink on 48in48 each sponsored local event webpage
- Event t-shirts
- Event promotional materials (sponsor banner)

- **Website Build Team Benefits:**

- Recognized as a 48in48 Volunteer Team
- Secured spot as Employee Volunteer Development Team(s)
- External recognition for Employee Volunteer Development Team(s)
- 48in48-hosted internal kickoff

"Impact Labs" are 15-30 minute presentations hosted by a Sponsor on a digital marketing topic for participating nonprofit organizations, such as workshops, demos, info, speaker panel, round table discussion, lectures, and more.



EVENT VOLUNTEER OPPORTUNITIES

Join the efforts of the digital professionals at 48in48 to help our nonprofit community with \$1.5 million dollars of digital service.

The 48in48 Goal:

- *Build 48 Local nonprofit websites in 48 hours*

Skills-based Volunteer Roles:

Each team is challenged with creating 2-3 local nonprofit websites, built on 48in48's WordPress Platform.

- *Project Managers*
- *WordPress Gurus*
- *Graphic Designers*
- *Digital Marketers*
- *Content Managers*

Non-Digital Volunteer Roles

- Check-in
- Set-up Crew
- Break-it-DOWN Crew
- Foodie
- Greeter / First Impression
- Floater



Interested in Participating with 48in48?
We would love to talk with you!

Carole Williams | carole@48in48.org | 678-744-8487



THANK YOU!



www.48in48.org/volunteer

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APPENDIX:

- 1. PURPOSE/VISION/TENETS/VALUE**
- 2. IMPACT VIDEO**
- 3. SPONSOR TESTIMONIAL VIDEO**
- 4. NONPROFIT TESTIMONIAL VIDEO**





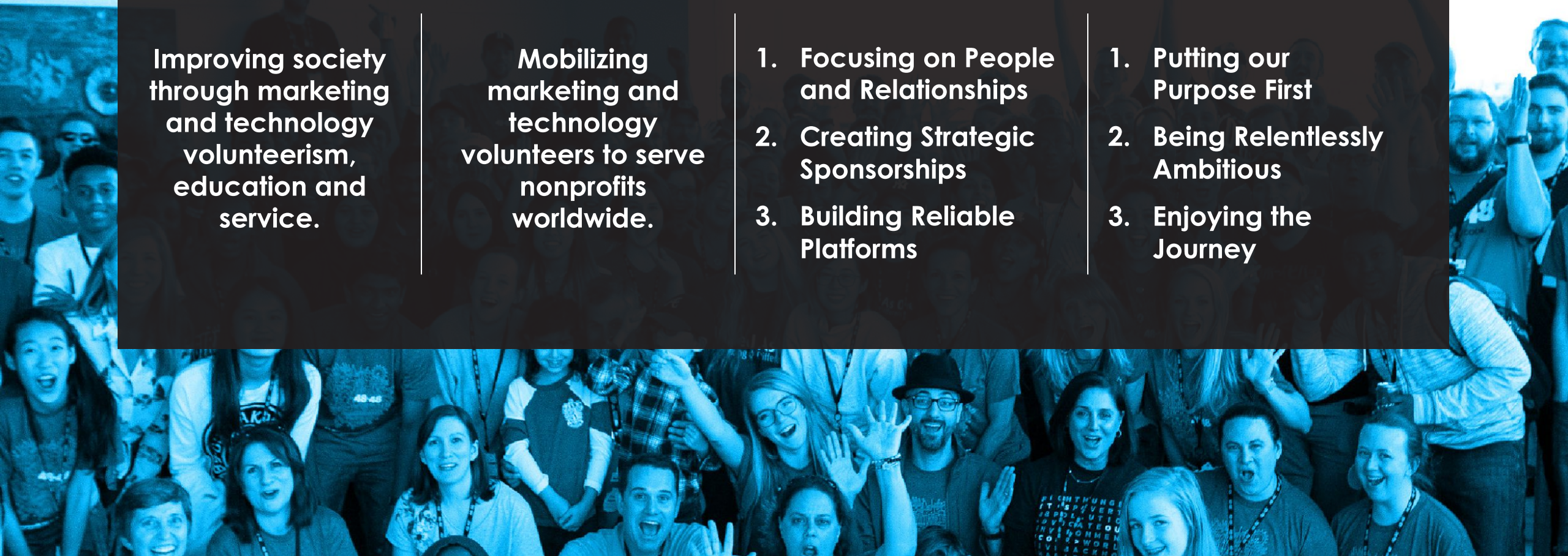
PURPOSE + VISION + TENETS + VALUES

Improving society through marketing and technology volunteerism, education and service.

Mobilizing marketing and technology volunteers to serve nonprofits worldwide.

1. Focusing on People and Relationships
2. Creating Strategic Sponsorships
3. Building Reliable Platforms

1. Putting our Purpose First
2. Being Relentlessly Ambitious
3. Enjoying the Journey



There is so much
**WORK TO
BE DONE.**



Must be connected online:
<https://youtu.be/4uBJy7I7RFc>



Must be connected online:
<https://youtu.be/nnipVCey8cY>



Must be connected online:
https://youtu.be/SUD7_1c415c