



# SPONSORSHIP 2020

**PREPARED FOR:**

First and Last Name  
Company Name

**PREPARED BY:**

Staff 1st and Last Name  
48in48 Inc.





# EXECUTIVE SUMMARY

Each 48in48 event empowers nonprofit organizations with the website and digital marketing tools they need to be more successful in achieving their mission. 48in48 events create nonprofit websites in 48-hours using skilled marketing and technology volunteers. The results is \$1.5 million of community impact in a short amount of time.

By 2025, 48in48 will mobilize 10,000 volunteers, serving 2,300 nonprofits and creating \$75 million of impact.



# SPONSOR OVERVIEW

The opportunity for a company to engage their marketing and technology volunteers to impact their local nonprofit organizations.

## **INITIATIVE ALIGNMENT.**

### **SKILLS-BASED VOLUNTEERING.**

### **BRAND EXPOSURE.**

### **EMPLOYEE ENGAGEMENT.**

**\*Impact:** \$1.5 Million of donated tools, service, and education to 48 local nonprofit organizations

**\*Contribution:** Opportunities to provide marketing volunteers and/or monetary or In-kind contribution





# SPONSORSHIP OPPORTUNITIES

## EVENT SPONSOR

**An Event Sponsorship is a narrowed strategic opportunity to reach your specific initiative through localized brand recognition. Sponsors benefit from 48in48's advertising and promotional efforts taking place in your city, and your sponsorship supports 48 nonprofit organizations in one US or UK city.**

*Benefits vary based on level of contribution.*

### 2019 Event Sponsor Benefits

- Local Event Recognition:
  - Partner highlight feature on 48in48 social media channels (Partner has the opportunity to create the promotion in-house, to customize their creativity and branding)
    - Boosted post on Facebook, shared on all social channels
  - Opportunity to provide a representative on the judging panel on the final event day
  - Speaking opportunity at event
  - Partner's promotional material distributed at events
  - Partner banner placement at events
  - Opportunity to provide branded materials for participating volunteers and nonprofits
  - Opportunity to host an "Impact Lab" presentation\*
- On-site 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 an Employee Volunteer Development Team(s)
  - External recognition for Employee Volunteer Development Team(s)
  - 48in48-hosted internal kickoff
- Custom Opportunities:
  - Title Sponsors of On-site event area
  - Represent the cause and initiatives your brand and your employees care about most (Veterans, Education, STEM, etc.)



# SPONSORSHIP OPPORTUNITIES

## BUILD TEAM SPONSOR

**A Build Team Sponsorships is an opportunity promoting sponsor's employee engagement. Sponsor's Volunteer Team Lead (Project Manger) should register *no later than 6 weeks* prior to the event.**

*Benefits vary based on level of contribution*

### 2019 Build Team Sponsorship Benefits

- Sponsorship benefits 48 nonprofit organizations in one U.S. city
- Sponsor mention in local social media
- Logo inclusion (48in48 needs the logo 4 weeks before the event)
  - Logo and hyperlink on the 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 during the 48in48 event
- Opportunity to serve on local planning committee
- Secured spot as an employee volunteer Development Team(s)
- External recognition for Employee Volunteer Development Team(s)



# SPONSORSHIP OPPORTUNITIES

## HELP DESK SPONSOR

An opportunity for a company to showcase their expertise in one aspect of the Web Design Process by supporting the volunteer teams throughout the event.

### 2019 Help Desk Sponsorship Benefits

- On-site brand exposure including interaction with local digital agencies and professionals
- Sponsor mention in local social media
  - Logo inclusion (Need logo 4 weeks out from event)
  - Logo and hyperlink on 48in48 website
  - Event t-shirts
- Event promotional materials
  - Opportunity to serve on local planning committee

### Help Desk Opportunities

*Not limited to*

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



# SPONSORSHIP OPPORTUNITIES

## IMPACT LAB SPONSOR

The opportunity for a company to present during the local Impact Lab Series, 15-20 minute capacity building presentations for participating nonprofit organizations.

### 2019 Impact Lab Sponsorship Benefits

- On-site brand exposure and interaction with local nonprofits
- Prominent spot during the Impact Lab Series
- Sponsor mention in local social media
- Logo Inclusion:
  - Logo and hyperlink on 48in48 website
  - Event t-shirts
  - Event promotional materials

### Impact Lab Opportunities

*Not limited to*

- Social Media
- Google Analytics
- Content Marketing
- Email Marketing / Segmentation / Personalization
- SEO
- Branding & Messaging



# SPONSORSHIP OPPORTUNITIES

## ON-SITE AREA SPONSOR

An opportunity for a company to showcase their brand at a high-traffic area during the event. This sponsorship allows a participating company to benefit from brand recognition and exposure to 48in48 Volunteers throughout the weekend.

### 2019 On-Site Sponsorship Benefits

- On-site brand exposure and interaction with local digital professionals
- Prominent table location during the 48in48 event
- Sponsor mention in local social media
- Logo inclusion:
  - Logo and hyperlink on the 48in48 website
  - Event t-shirts
- Event promotional materials

### On-Site Area Opportunities

*Not limited to*

- Welcome Area / First Impression
- Coffee and Snack Area
- Parking
- Sleep/Nap Room
- Digital Helpdesk Area
- Meal Area
- Break Room (Games/Activities)
- Stage Area
- Volunteer Kickoff Event / Venue (Prior to Event)



# SPONSORSHIP OPPORTUNITIES

## NONPROFIT INITIATIVE SPONSOR

**An opportunity for a company to create significant impact on the CSR initiatives most important to the company and their employees by reserving or sponsoring 5+ nonprofits during the 48in48 signature events.**

### 2019 On-Site Sponsorship Benefits

- 5(+) Secured Nonprofit Participant Spots at 48in4
- 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 the opportunity to create the promotion in-house, customizing the creativity and branding)
  - Opportunity to provide donated items for participating volunteers and nonprofits
- Logo inclusion:
  - Logo and hyperlink on 48in48 each sponsored local event webpage
  - Event t-shirts
  - Event promotional materials (sponsor banner)





# Thank you

## Questions about sponsoring 48in48?

We would love to talk with you!

Carole Williams  
Director of Development &  
Partnerships  
(678) 744-8487 – [carole@48in48.org](mailto:carole@48in48.org)