

SPONSORSHIP & FUNDRAISING *Opportunities*

If you're looking for a way to offset your platform cost or monetize it for your organization, we've put together an outline on how you can the sell benefits of becoming a site sponsor for the platform.

The ideas on the following page are included to guide you in benefits to the sponsors, however, it's important to understand that different companies and organizations may prefer different types of sponsor benefits.

Use the list of ideas as a guide to work into your current sponsorship structure, Please note that pricing listed is a guide only, and should be determined by your organization and existing relationships. You could also rearrange the benefits to create other size sponsorship packages.

Goals to be communicated by sponsoring a local marketplace website:

- Provides a space for small businesses and entrepreneurs to gain access to a low or no cost marketing platform to market and sell their products.
- Provides a way to integrate “shop local” initiatives in today's online world. Run virtual campaigns, programs and events through the site to help circulate local dollars and connect businesses to online customers.
- Provides a way for customers to shop your local businesses without even being in your city or state, different than local foot-traffic initiatives that are limited in-store hours and proximity to the location.
- Provide a tangible member benefit that can be utilized by even the smallest of businesses.
- Increase the likelihood that new businesses can build a customer base and increase sales online.
- Meet diversity and inclusion goals, allowing a “black owned” ,“women owned”, “Latinx owned” pages where owners products and stories are featured.

Possible Sponsors

- Mission-driven Community Partners
- City, County, or State Economic Development Groups
- City, Regional, or State Tourism
- Banks
- B2B Firms
- Other “shop local” Champions

Sponsor: \$2,000

- Logo featured on the footer of the site, which shows on all site pages as a site sponsor, linking back to their website.
- Listed in the about section as a small business champion with a link back to their website.
- Listed in press release and media as sponsor of site.
- Facebook, LinkedIn, other social media posts featuring their logo and name of the business as a sponsor of the platform.
- Ability to sponsor specific business "types" that join the platform or help create perimeters around who participates for free.
- Ability to sponsor “landing pages” for types of products.
- Opportunity to introduce Shop Where I Live through your webinars or lunch and learns.
- Opportunity to create advertisements, one per quarter on main page of site (requires standard package or above).

Major Sponsor: \$5,000 (Only two available)

All the above benefits plus:

- Included in the custom banner at the top of the Shop Where I Live page.
- Larger logo than other sponsors in the footer and about pages.
- Opportunity to be featured in partner blog posts, customer newsletter, or vendor email blasts.
- Opportunity to have a permanent feature on Shop Where I Live blog titled “Local Stories” or “Why We Care About Local” where sponsors can showcase their unique attributes and dedication to the community.
- Speaking opportunity at major annual event, like an annual meeting or awards show, featuring or introducing Shop Where I Live/small business segment
- Integrated as a “small business champion” at prominent event, like a hole sponsor at a golf outing or listed on a banner or item at the annual breakfast or awards show.
- (Think about additional ways to provide another benefit for a “low cost” in a highly trafficked in person event, while not decreasing ticket sales or jeopardizing other sponsorship dollars).