

**Corporate Partnerships.
Are you ready?**






infinitysponsorship
CREATING CONNECTIONS

My mission

*To connect the
for-profit and
for-purpose sectors
in accountable
partnerships
that create
measurable change
in our world.*



An open book with a dark cover is shown from a top-down perspective, lying flat on a dark wooden surface. The pages are a light cream color and are mostly blank, with the text overlaid on them. The lighting is soft, creating a warm, slightly blurred atmosphere. The text is centered on the pages and is written in a bold, italicized, black sans-serif font.

***Words hold
great power...***

***And with great
power, comes great
responsibility***



Did you know?

*The Latin word for 'profit'
(profectus), directly translates as
PROGRESS, SUCCESS...*

*Are you
Not-For-
Progress?*





***Aren't we For-Purpose,
For-Passion & For-Social Change?***



The Power of One,
The Power of Many &
The Change-Makers

*The
alignment
for your
success is
ideal!*



**The power of
one...**

**demanding
greater
social impact**



***Let's look
at the
research!***

Flagging trust levels...

- **66% agree - corporates only care about profits and will do anything to get to it.**
- **It's no longer enough for products to simply meet consumers needs.**
 - ✓ **Does it align with my values?**
 - ✓ **How do brands act?**
 - ✓ **Where are products made?**
 - ✓ **What is the environmental impact of manufacturing practices, distribution methods?**

Global research

(30,000 consumers, 60 countries, 2014)

AROUND THE WORLD



- 67% prefer to work for socially responsible companies
- 55% will pay extra for products and services from companies committed to positive social and environmental impact
- 52% made at least one purchase in the past six months from one or more socially responsible companies
- 52% check product packaging to ensure sustainable impact
- 49% volunteer and/or donate to organizations engaged in social and environmental programs



The New Zealand Cause Report (2017)

BETTER CORPORATE PARTNERSHIPS

‘The growth in shared value discussions and analysis inside for profit organisations will naturally lead to more meaningful relationships with NFP organisations.

This will start to see corporate support both grow and shift from largely sponsorship to partnership.

To overcome the potential power imbalance, NFPs need to better value the knowledge they bring to the relationship and develop an understanding of how they are helping the for profit, while also enhancing their own mission.’

https://www.philanthropy.org.au/images/site/blog/FINAL_127046581_The_NZCause_Report_0217-V7-DIGITAL.pdf



It's time for
change!

- Almost 80% of NZ's 40 largest charities have existed for >20 years.
- 85% of NZ's NFP assets are controlled by the largest 15% of orgs.
- 45% of these assets are in property.

This means that the potential innovation sitting in the remaining organisations often doesn't see the funding needed to be realised.

- Overall, for the NFP sector to remain as effective as possible and to maximise impact, it needs to continue to evolve and faster than in the past.
- Something has to change to enable continued sustainability and that involves a combination of where funding comes from and how it is used.

‘The (For-Purpose) sector is the glue which holds much of New Zealand society together and allows it to function and prosper’.

The New Zealand Cause Report,
John McLeod
2017



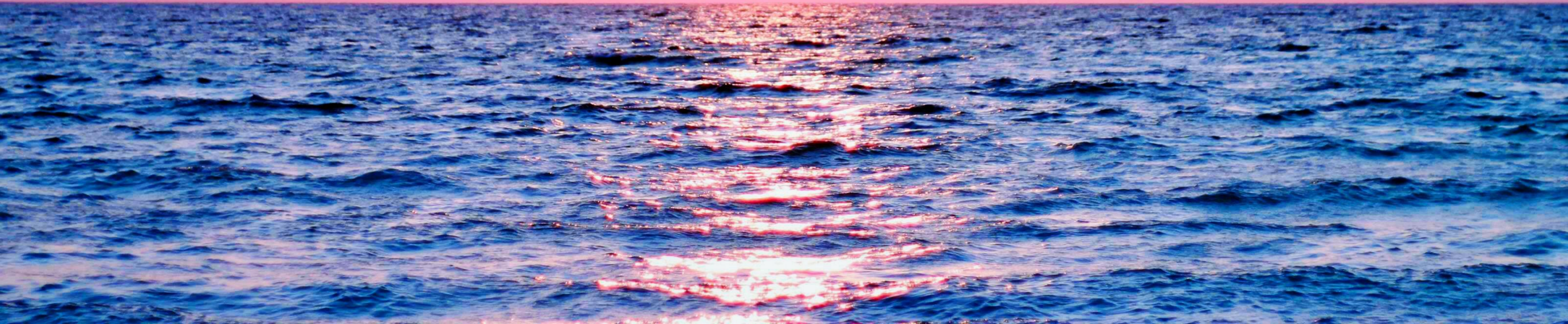
Our Huge Opportunity...

'It's no longer a question IF consumers care about social impact.

Consumers DO CARE and show they do through their actions.

Now the focus is on determining how a brand can effectively create shared value by marrying the appropriate social cause and consumer segments.'

<http://www.nielsen.com/us/en/press-room/2014/global-consumers-are-willing-to-put-their-money-where-their-heart-is.html>



*Where does
your power
lie?*

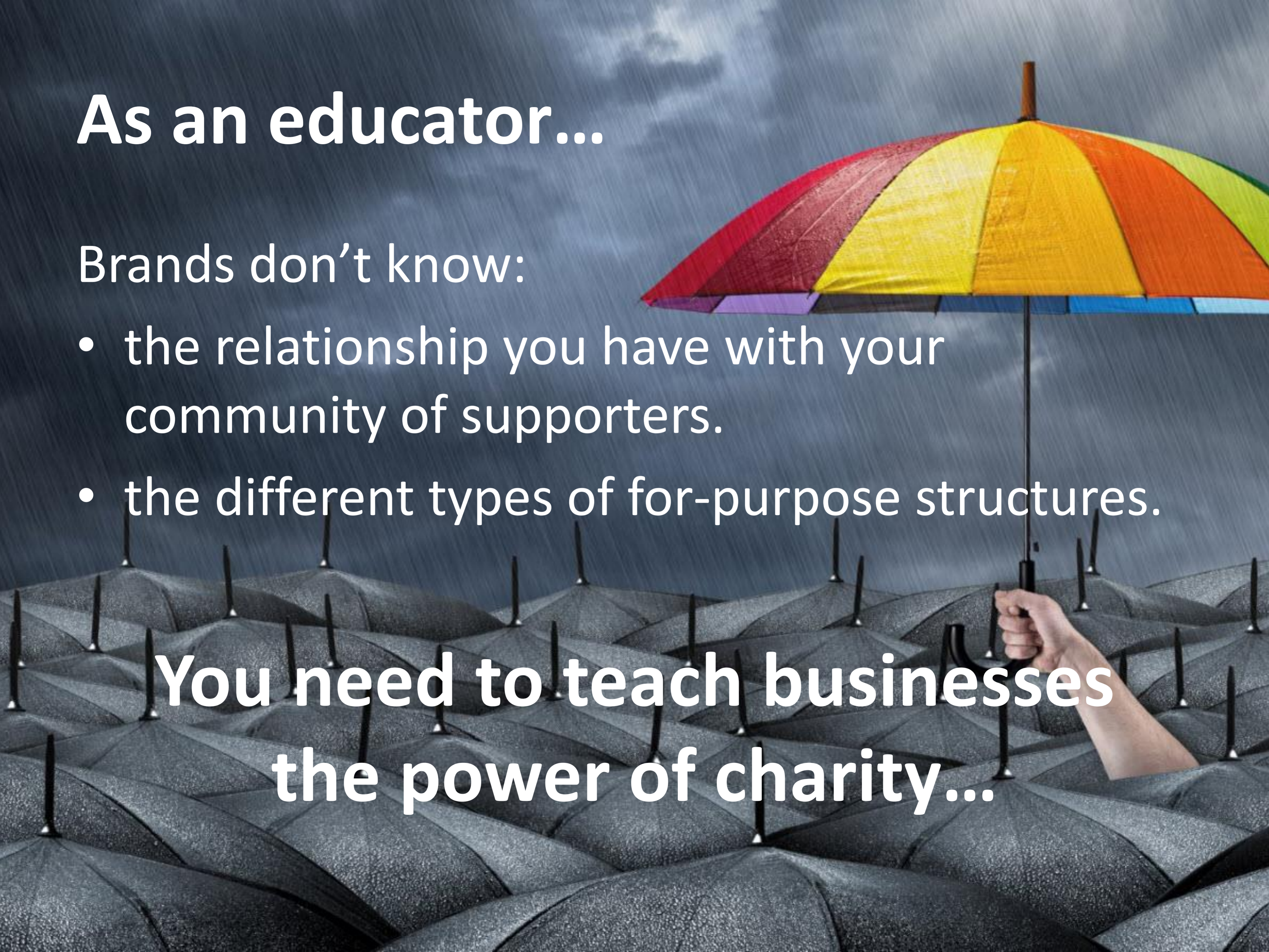


As an educator...

Brands don't know:

- the relationship you have with your community of supporters.
- the different types of for-purpose structures.

**You need to teach businesses
the power of charity...**





**YOUR
SUPPORTERS
TRUST YOU.**

Why?

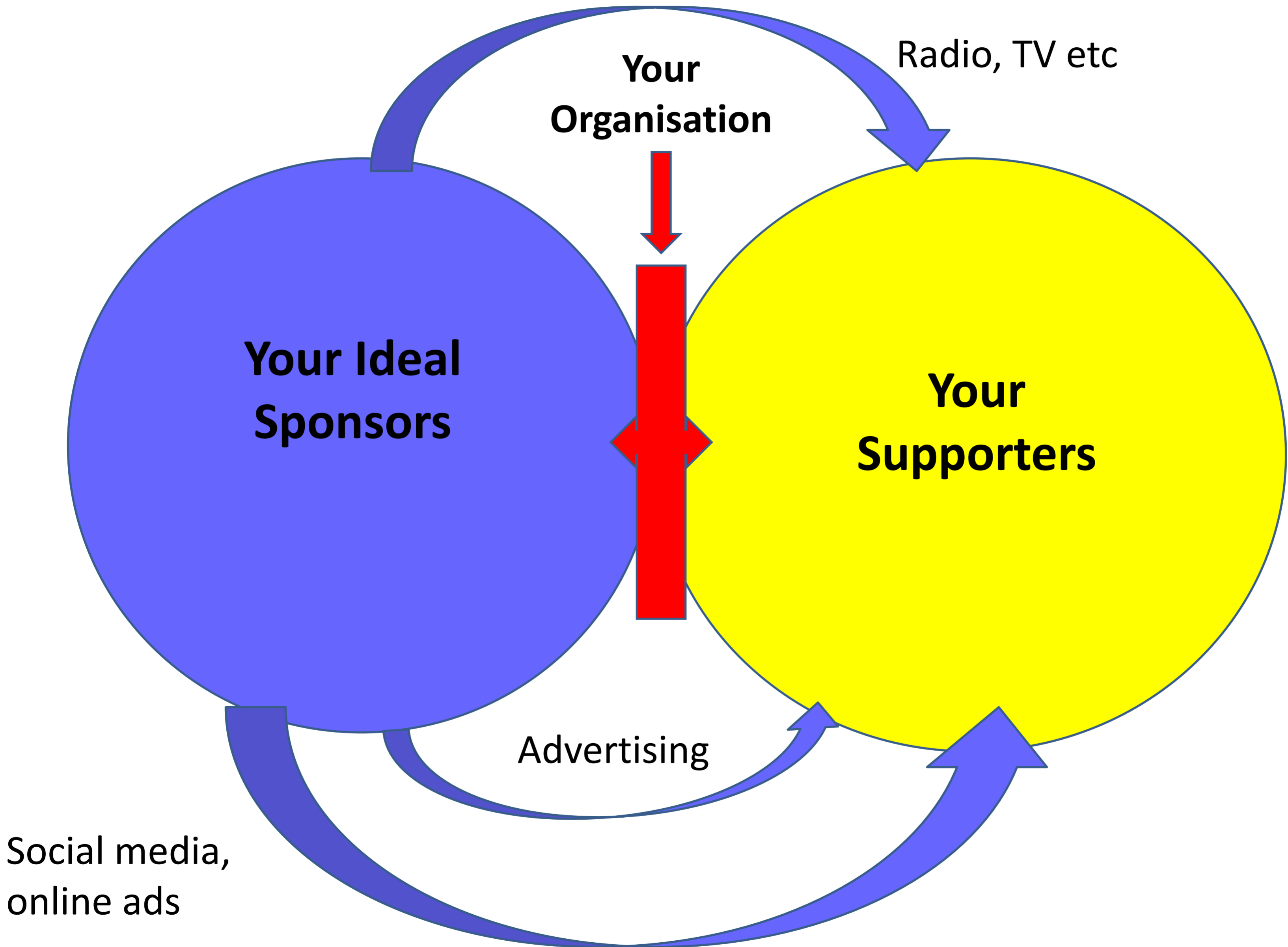
You are a gatekeeper!

Your community of followers is:

- ✓ ***the IDEAL target market to the right brand,***
- ✓ ***a cause that a company's customers CARE about.***



Gatekeeper diagram



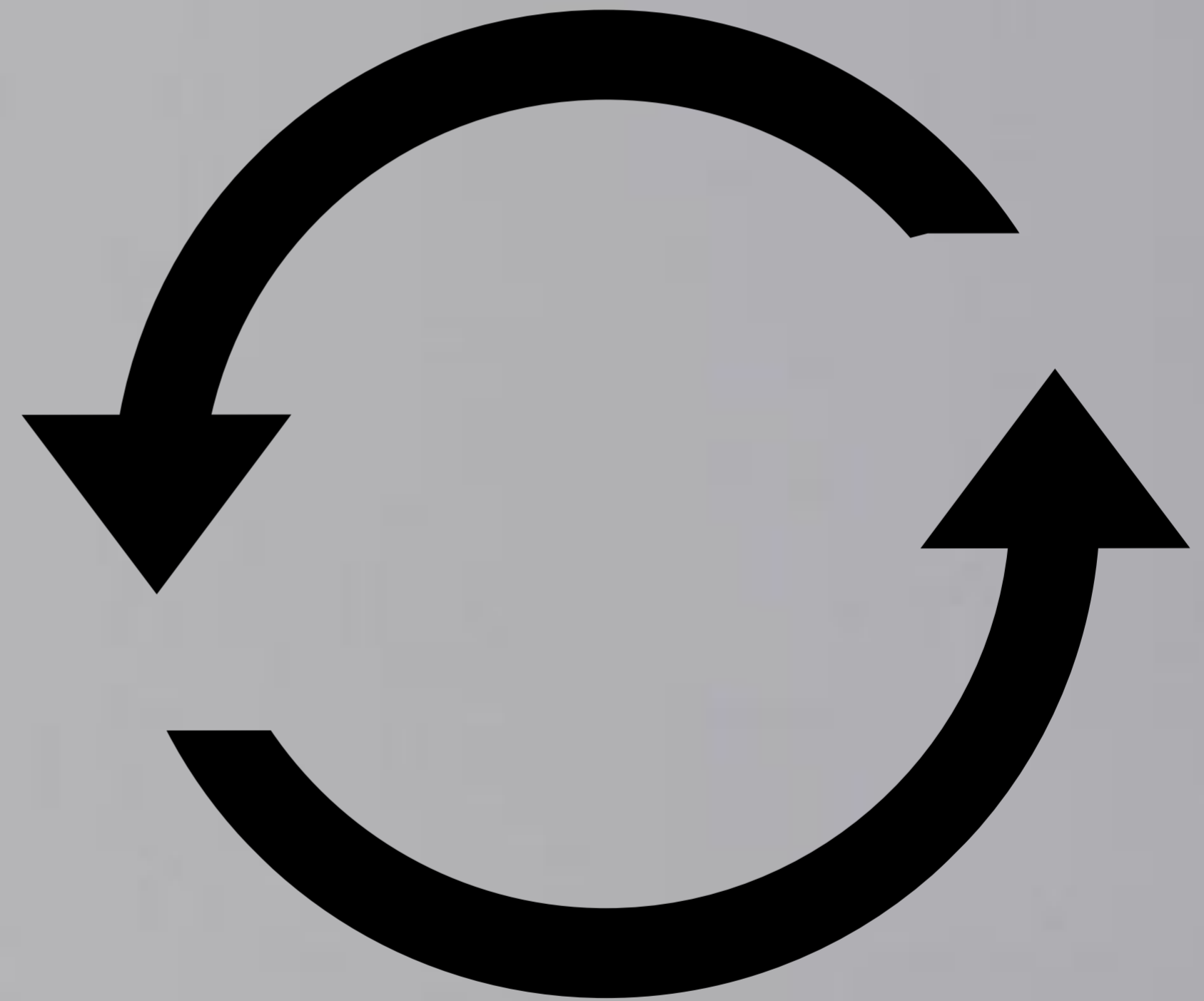
*How can we
all work
together?*





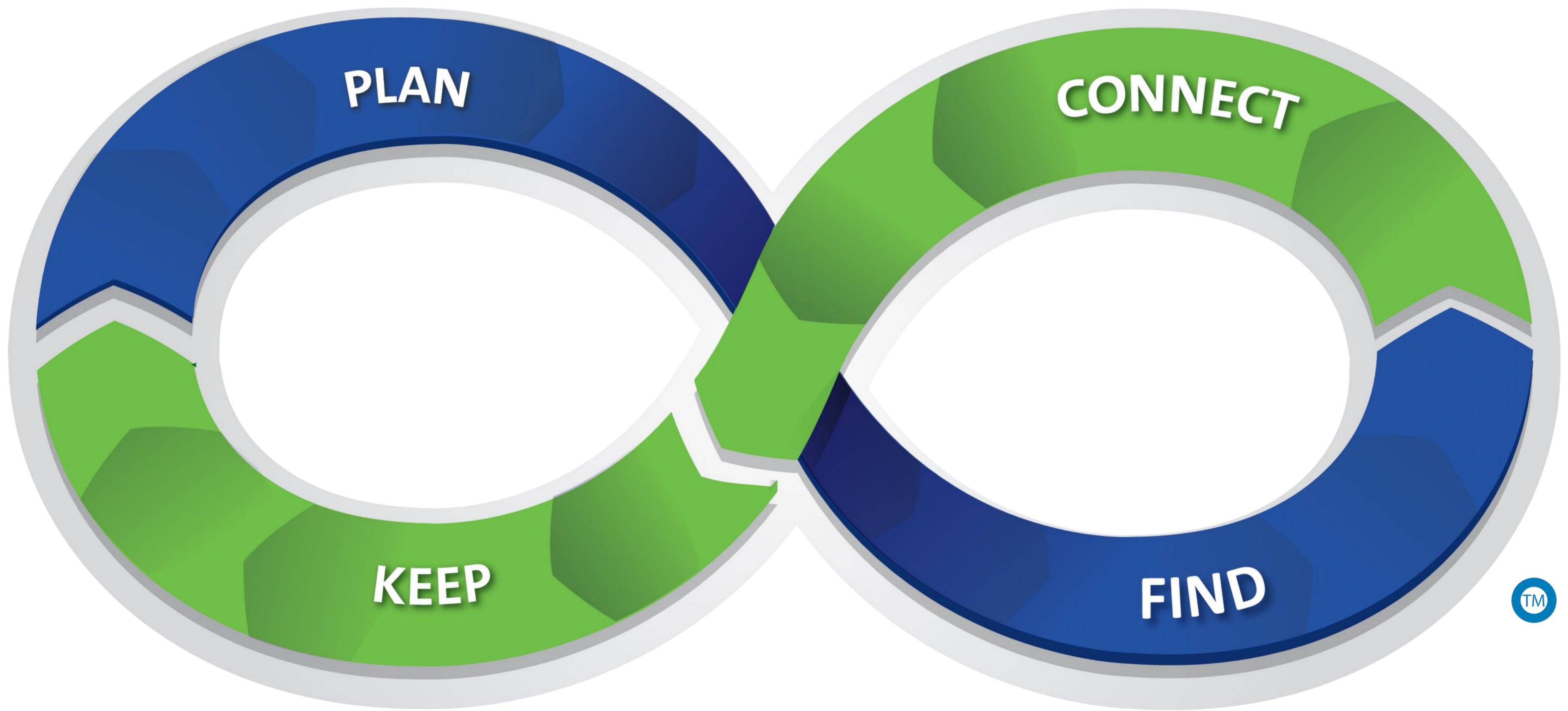
**We must avoid the
*Toxic Sponsorship Cycle!***

1. Create a list of prospects

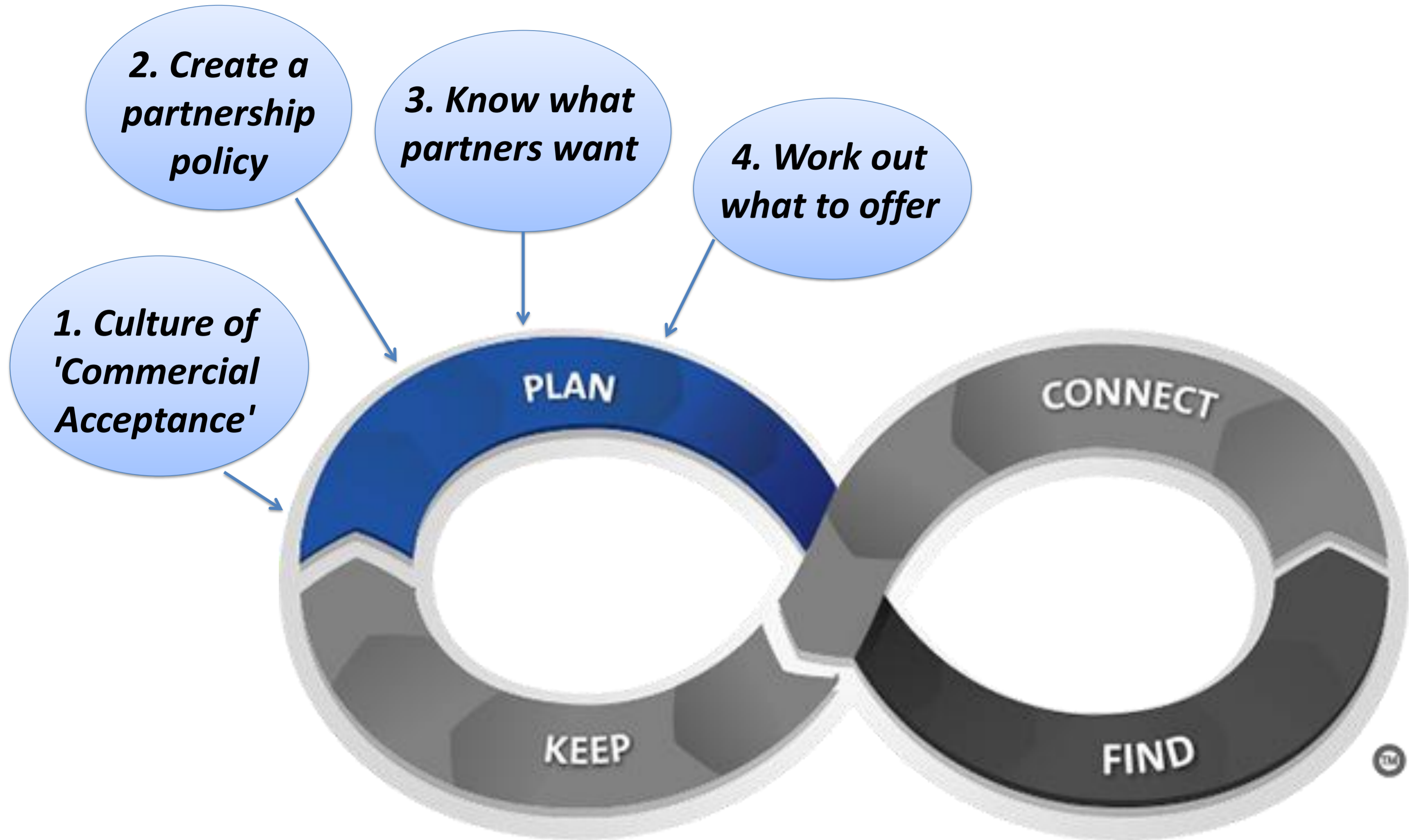


**2. Send them a cold
proposal**

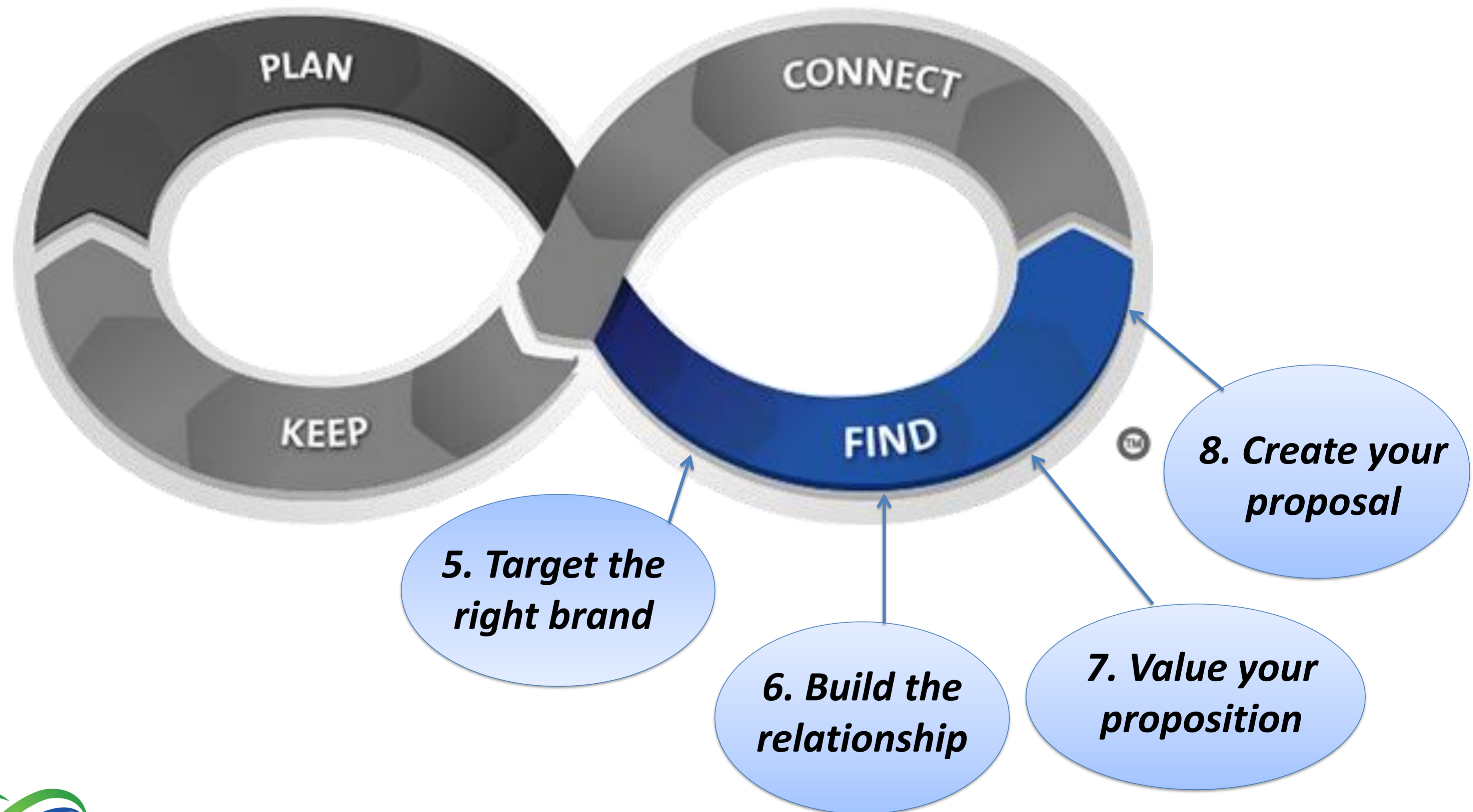
Best practice sponsorship



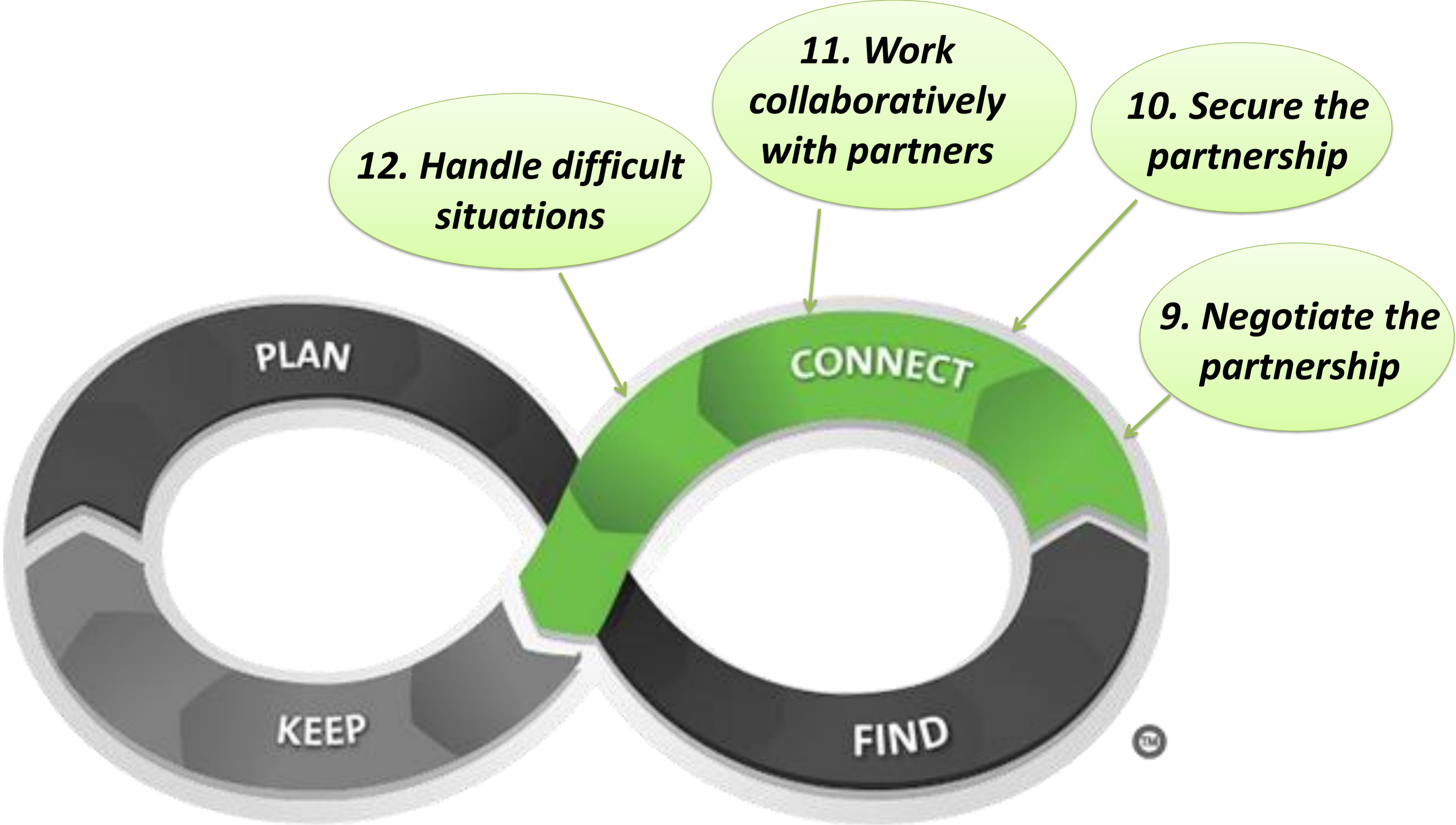
SPONSORSHIP PLANNING



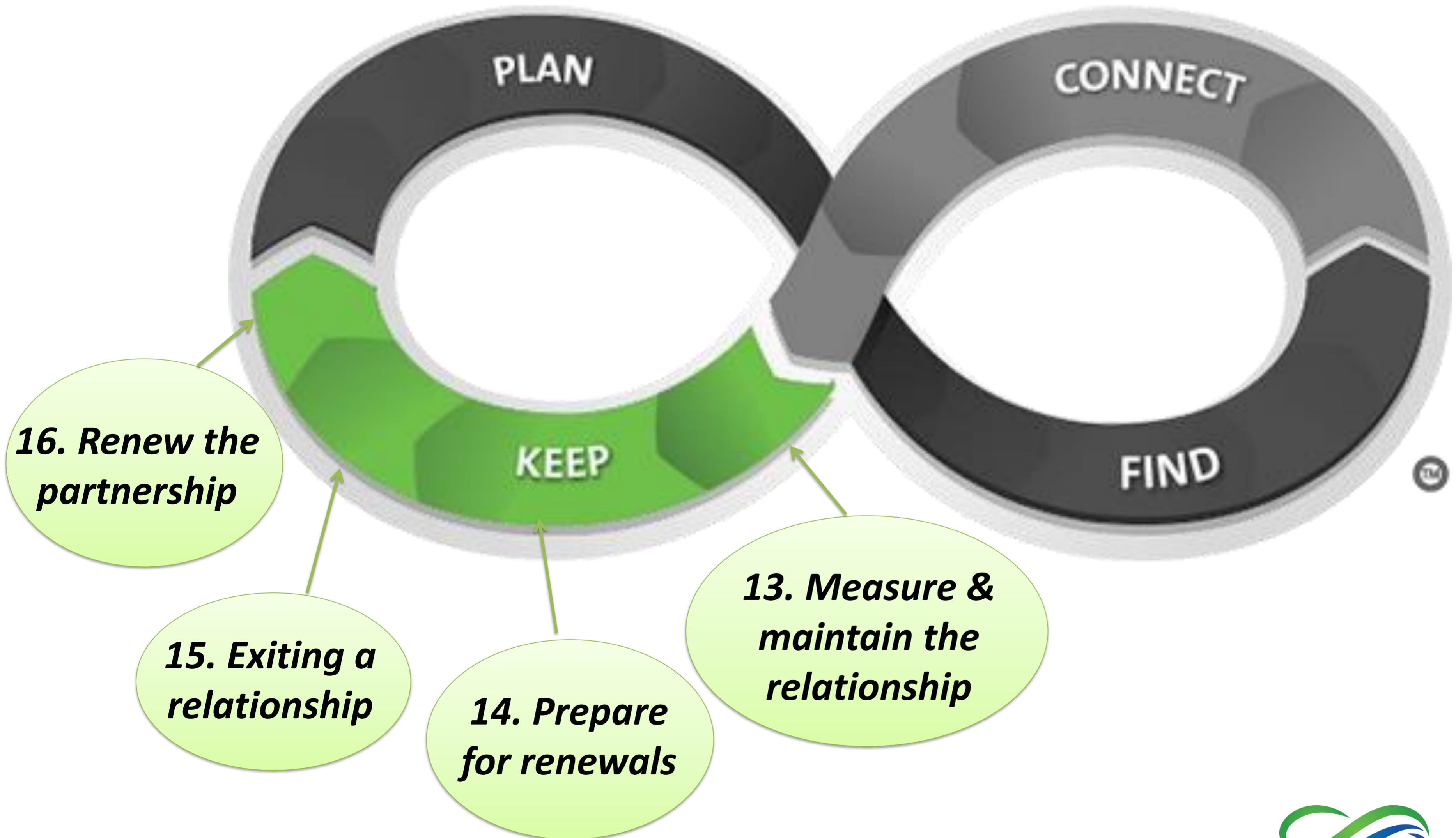
FINDING YOUR IDEAL SPONSORS



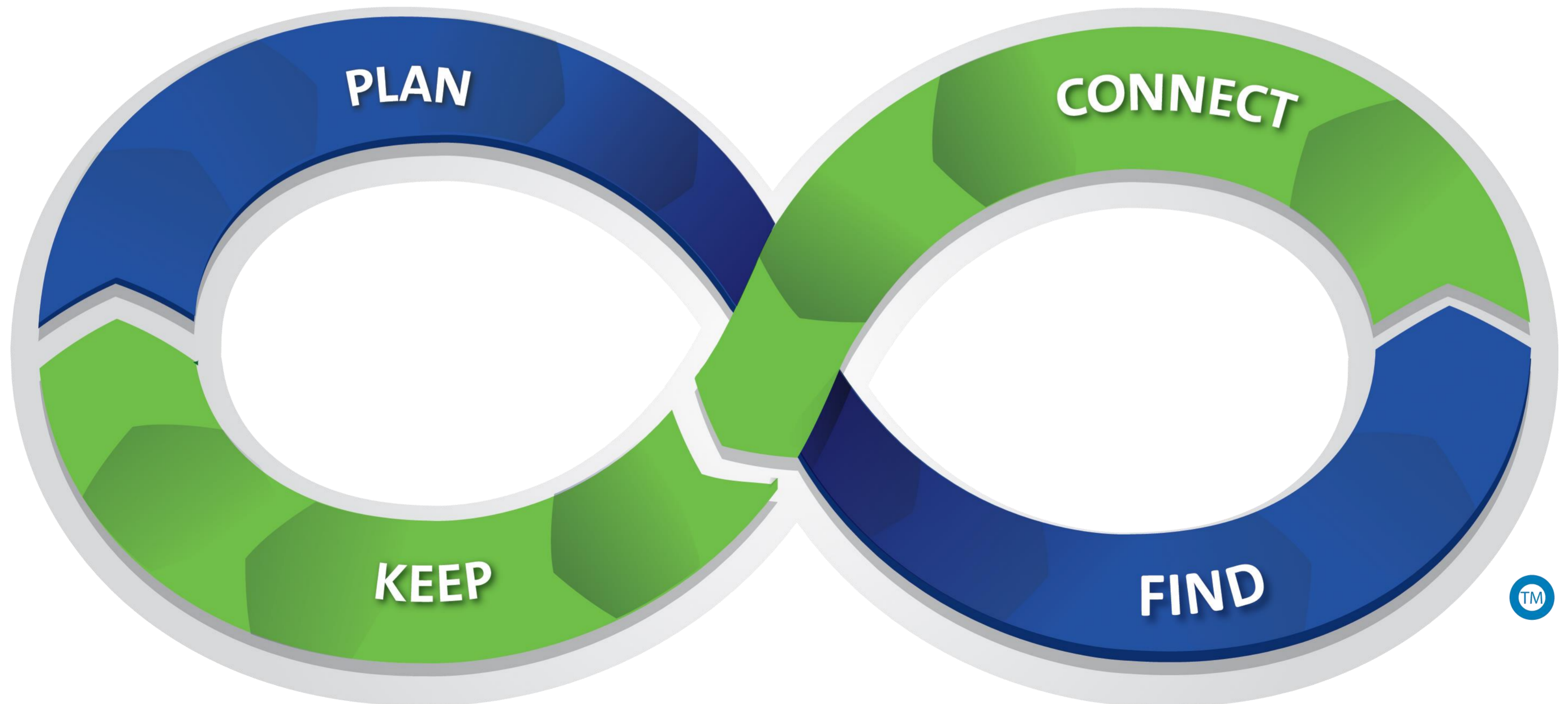
CONNECTING WITH THEM



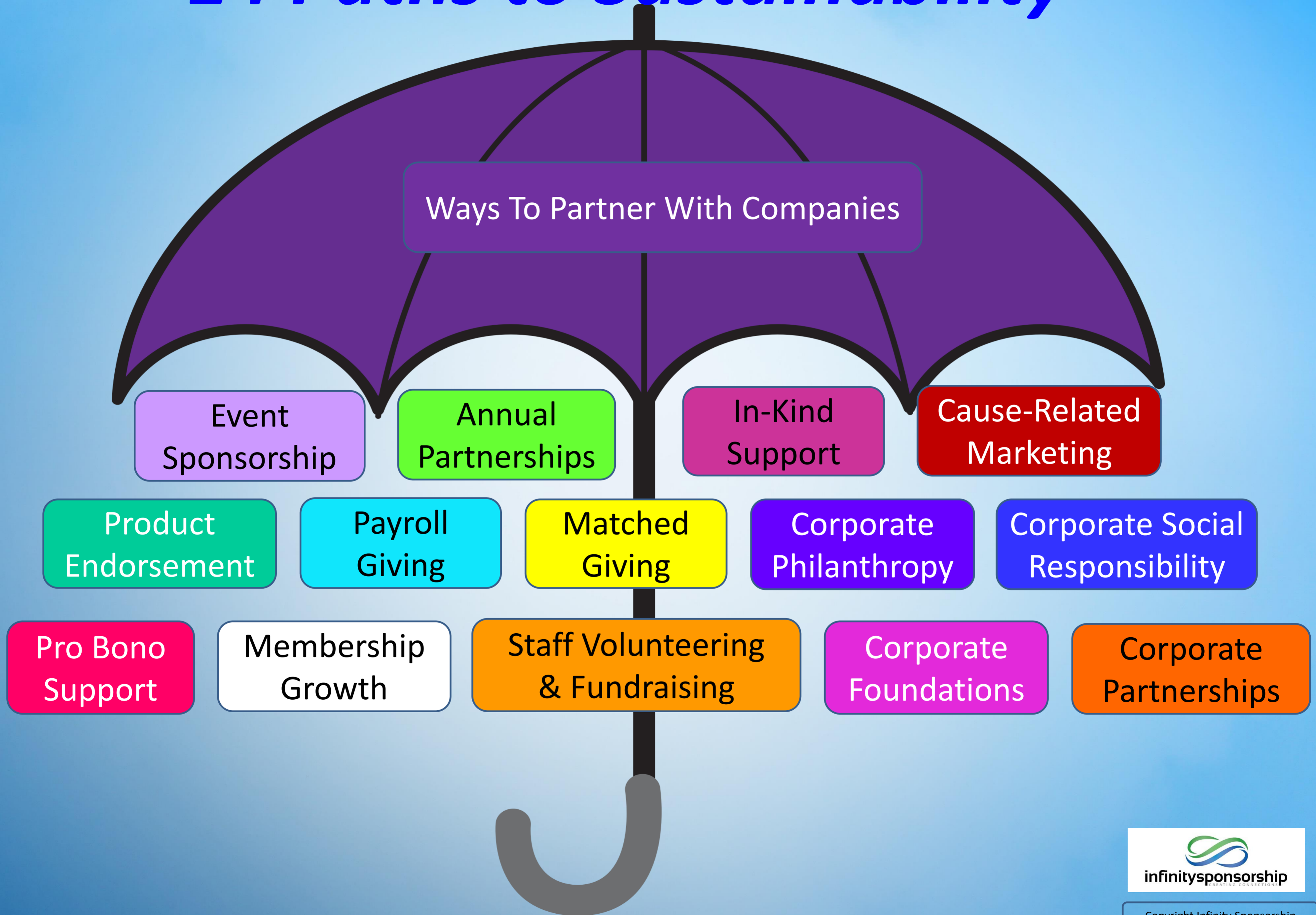
KEEPING YOUR SPONSORS



*Following best-practice sponsorship,
means your organisation is committed to
continuous improvement and sustainability.*



14 Paths to Sustainability





It's time to step into your power!

*Brands know that being seen as
a force for good is the right
thing to do, but they don't
always know how to get there.*

Be the change-maker!

**Teach them
the power of charity.**

Keep in touch!



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JOIN OUR GROUPS NOW!

'The Ultimate Non-Profit & Charity Sponsorship Network'