SPONSORSHIP
CORPORATE OPPORTUNITIES 2020

Helping Small Businesses Grow so Local Communities Thrive
BUSINESS IMPACT NW

Through business counseling, training, and lending, Business Impact NW supports the businesses that create and sustain the communities we all want to live in.

Since 1997, Business Impact NW has:
- Made over $71.5 million in loans to over 1,500 business owners
- Provided countless technical assistance hours
- Saved & created over 6,000 jobs

GOALS for 2019:
- Start 100 businesses
- Disburse $3.8 million into the community
- Train or counsel 4300 entrepreneurs
- Increase already substantial reach into to diversified communities
- Raise $60,000 in new corporate sponsorships

SPONSORSHIP BENEFITS

Partnering with Business Impact NW is a mutually beneficial agreement. We can provide:
- Alignment of your company with our mission to grow businesses that create jobs in underserved communities
- Reach to our customer base of low to moderate income, communities of color, women, veterans, and LGBT peoples
- A network of influential contacts, from our board to our small business owner clients
- A showcase opportunity for your community impact
- Volunteer opportunities for your employees
- Publicity, PR & Marketing
- Specialized resources for your referrals

AUDIENCE & DECISIONMAKERS

Business Impact NW serves historically disadvantaged communities.
Our demographics:
- 61% Women
- 35% Military or Veterans
- 40% Communities of Color
- 30% Low Income
- 20% Moderate Income
- 10% LGBT
- 5% Immigrants or Refugees
- 5% Disabled
- 100% Entrepreneurs
CLASSES & PROGRAMMING

CLASSES

Business Expert Sessions Sponsorship
A free midday webinar where different local business experts present on a variety of topics, from Marketing to Taxes and everything in between.

Scholarships for Launch & Grow, Grow & Thrive, or the FBRC
These classes are for the entry-level entrepreneur and the established business owner, and are designed to either launch a business or help it grow.

PROGRAMMING & SUSTAINING SPONSORSHIP

Mentorship Program
Business Impact NW utilizes volunteer successful business owners to mentor underserved entrepreneurs in any stage of business.

Sustaining Sponsorship
General sponsorship of all activities and programming in tiered levels. This supports our planning, lending, classes, and coaching services. Note this also includes first right of refusal to present, teach and speak at our classes and trainings.

COMMUNITY-SPECIFIC OPPORTUNITIES

VETERANS

Toolkit Series Webinars
The It Series is a set of free webinars for veterans on business topics for success, such as writing a business plan, mastering social media, & more.

Impact Pitch Mission Award Sponsorship
Sponsor the award for our Best Veteran Owned Business Pitch in our annual competition.

Boots to Business “Third Day Field Trip”
For transitioning service members, day three of Boots to Business is a monthly final-training day providing resources through interaction with bankers, insurance agencies, attorneys & more from the community.

WOMEN

Celebrating Dreams, Celebrating Success event
Networking & Showcase of successful women-owned businesses

Launch & Grow or Grow & Thrive Class Series
Sponsor a scholarship for a client in need. OR sponsor the classes themselves for opportunities to mentor, receive recognition, and more.

Impact Pitch Mission Award Sponsorship
Sponsor the $2,000 award for our Best Woman Owned Business Pitch in our annual competition.

COMMUNITIES OF COLOR, LGBTQ+, AND IMMIGRANTS

Launch & Grow or Grow & Thrive Class Series
Sponsor a scholarship for a client in need

Impact Pitch Mission Award Sponsorship
Sponsor the $2,000 award for our Best “—-” Owned Business Pitch in our annual competition.
**FOOD BIZ DAY SPONSORSHIP**

March 7, 2020
Seattle, WA

Food Biz Day is an opportunity for food businesses at all levels of food production and food retail in the Pacific Northwest to spend the day learning from experienced colleagues in the food industry, workshop ideas, and finish the day by showcasing their product at our special Food Biz Day Market.

This day-long event is focused on providing insight, education, and networking for food entrepreneurs. The day will be a combination of speakers, breakouts, and panel discussions followed by a food entrepreneur’s marketplace (Food Biz Market) where newbies can table their products alongside more seasoned food business owners. 2020’s Food Biz Day is special because not only is it the launch of this future annual event in Seattle, but it is the official launch of The Food Business Resource Center at Business Impact NW!

This is your opportunity to get in front of a diverse group of entrepreneurs, promote mentorship and cultivate community learning. Your sponsorship will support sustainability and diversity in the food industry and activate the positive effects of knowledge sharing on food business small business owners—both in their financial stability and in their personal experience of empowerment and pride.

Food Biz Day is also a great opportunity for your strategic impact and visibility. Contact Alyssa for more details alyssap@businessimpactnw.org

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**SPONSOR LEVELS & BENEFITS**

**FULL EVENT SPONSORSHIP LEVELS:**
- In-kind at value level
- Community $1,000
- Silver $2,000
- Gold $3,000
- Platinum $5,000
- Presenting* $10,000

Increasing recognition and benefits may include: Logo Visibility at Event (dependent on Sponsor Level), Sponsor Provided Banner at Entrance of Event, Web/Print Logo Recognition, Product Placement, Event Tickets, Social Media Promotion

*Presenting Sponsorship is exclusive

**A LA CARTE SPONSORSHIP LEVELS:**
- Breakout Group Sponsor $250
- Panel Discussion Sponsor $500
- Lunch Sponsor $750
- Marketplace Sponsor $1,500

**BENEFITS include:**
- Acknowledgment as presenting sponsor of a la Carte area, plus recognition in print & digital media

A la Carte and Full Event Sponsorships can be combined for increased exposure.
EVENT SPONSORSHIP

CELEBRATING DREAMS
CELEBRATING SUCCESS

May 28, 2020
5:30pm-8:00pm
Venue: Metropolist in Seattle, Washington

Bringing together local women entrepreneurs to network with investors, community mentors, suppliers, and each other, Business Impact NW alongside its Washington Women’s Business Center program celebrates growth and diversification of local economy as women-owned businesses continue to grow in number and prosperity.

This event features networking opportunities, a celebration of impact, and a silent auction and fundraiser to support the education and growth of women business owners through free to low-cost classes and business counseling offered by the Women’s Business Center.

In 2019, Celebrating Dreams was presented by Verity Credit Union and sponsors included Colombia Bank, Banner Bank, Wells Fargo, Team Soapbox, Lumenomics, Farmers Insurance, Hauser Jones & Sas, ALIGN, Maritczak Legal Services, Inperity, Madres Kitchen, Marination, Morgen Schuler Photography, and Business Impact NW’s community partners. 50 women-owned businesses were showcased at this networking & fundraising event celebrating all areas of women-owned business.

Verity Credit Union has proudly assumed the Presenting Sponsorship for 2020’s event.

SPONSOR LEVELS & BENEFITS

FULL EVENT SPONSORSHIP LEVELS:
- In-kind at value level
- Community $750
- Silver $1500
- Gold $4,000
- Platinum $7,500
- Presenting $10,000 Verity CU

INCREASING BENEFITS include:
- Digital, print & verbal recognition, product placement, event tickets, social media promotion, speaking opportunities

A LA CARTE SPONSORSHIP LEVELS:
- Pen Sponsor $50
- Table Sponsor (add-on only) $200
- Raffle Sponsor $250
- Specialty Cocktail $300 Marination
- Business Showcase $2,000
- Radio Advertisement $3,000

BENEFITS include:
- Acknowledgement as presenting sponsor of a la Carte area, plus recognition in print & digital media.

A la Carte and Full Event Sponsorships can be combined for increased exposure.

IN-KIND SPONSORSHIP

Donated goods or services are appreciated to offset costs of specific needs, and come with sponsorship benefits at the level of donation value. Opportunities include (but are not limited to):

- Photography
- Videography
- Event space
- Catering / food & beverage
- Alcohol
- Emcee Services
- Audio-visual support
- Printing Services
- Radio, News or Marketing
IMPACT PITCH EVENT SPONSORSHIP

IMPACT PITCH
SMALL BUSINESS COMPETITION AND SHOWCASE

October 8, 2020
Seattle, WA

IMPACT Pitch is an opportunity for underserved Pacific Northwest entrepreneurs with a positive community impact to compete for funding through targeted business pitches.

In 2019, 76 businesses competed and gained valuable skills on their way to the grand prizes. A total of $30,000 was provided in funding to 7 category winners, including startup and established businesses, as well as mission awards for best woman-, veteran-, immigrant-, LGBTQ+, and person of color-owned business.

A great opportunity for strategic impact and visibility, the 2019 event was sponsored by: Harborstone Credit Union, Beneficial State Bank, Pacific Office Automation, Federal Home Loan Bank of Des Moines, Verity CU, Pride Foundation, Remitly, Sound Credit Union, Seattle Credit Union, Foundry Law Group, The Spur Group and more!

LEVELS & BENEFITS

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<tr>
<th>Levels</th>
<th>Benefits</th>
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<tr>
<td>In-kind</td>
<td>Web/Print Logo Recognition</td>
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<td>Community</td>
<td>Product Placement</td>
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<td>Special Awards*</td>
<td>Event Tickets</td>
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<td>Video Voting*</td>
<td>Social Media Promotion</td>
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<td>Silver</td>
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<td>Gold</td>
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<td>Platinum*</td>
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<tr>
<td>Presenting*</td>
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All levels receive increasing recognition and benefits including:
- Web/Print Logo Recognition
- Product Placement
- Event Tickets
- Social Media Promotion

*Video Voting Sponsor receives recognition during voting round, with over 18,000 web views. Presenting Sponsor, Platinum Sponsor and Special Awards Sponsors also receive ability to co-present an award.

Presenting Sponsorship is held by Harborstone Credit Union.

SPECIAL AWARD OPPORTUNITIES

Impact Pitch Special Award Sponsorships outside of full event sponsorships include:

- Veteran Owned Business $2000 - Available
- Community of Color Owned Business $2000 - Available
- Immigrant/Refugee Owned Business $2000 - Available
- LGBTQ+ Owned Business $2000 - Available
- Woman Owned Business $2000 - Available
**EVENT BENEFITS**

Help small businesses grow so local communities thrive
Your support makes our programs and events possible.

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<tr>
<th>Sponsorship Level</th>
<th>IN-KIND DONOR</th>
<th>COMMUNITY SPONSOR</th>
<th>SILVER SPONSOR</th>
<th>GOLD SPONSOR</th>
<th>PLATINUM SPONSOR</th>
<th>PRESENTING SPONSOR</th>
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<td><strong>LOGO DIGITAL RECOGNITION</strong> (WEBSITE AND EMAIL)</td>
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<td><strong>PRODUCT PLACEMENT</strong> (FOOD &amp; BEVERAGE, PENS, LANYARDS, ETC)</td>
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<td><strong>PROGRAM RECOGNITION</strong>*</td>
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<td><strong>VISUAL RECOGNITION</strong>* (WHEN APPLICABLE)</td>
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<td><strong>EVENT TICKETS</strong>*</td>
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<td><strong>SOCIAL MEDIA PROMOTION</strong>*</td>
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<td><strong>AWARD PRESENTATION</strong>* (WHEN APPLICABLE)</td>
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<td><strong>PRINT MARKETING</strong>*</td>
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<td><strong>SPEAKING OPPORTUNITIES</strong></td>
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*Sponsorship opportunities are event-dependent and include in-kind contributions. Sponsorship amount varies per event. All are customizable based on intended benefit to corporate objectives.

A la Carte Levels, Media Sponsorship, specific event areas, and Mission Award sponsorships all receive specialized benefits surrounding the area of sponsorship. The above levels are specific to "FULL EVENT SPONSORSHIP and inherently have greater recognition and benefits than smaller, specific areas.

*Benefits are specialized at each ascending level.

Contact daniellem@businessimpactnw for specific benefits or to customize to suit your impact needs.
SPONSORSHIP AGREEMENT

Company Sponsor: ______________________________________________________________________
Contact Person: ________________________________________________________________________
Phone Numbers: (office) _____________________ (on-site day-of-event cell) ____________________
Full Address: __________________________________________________________________________
Email: ________________________________________________________________________________

Sponsored Event/Program: __________________________________________________________________
Benefits:

To be contributed through:
Cash: $ _________________________ In-Kind: $_______________________________
(Any in-kind donations must include the in-kind addendum)
By date: ___________________ With logos due for printing by: ____________________

Payment Options (please remit as soon as possible or no later than the event date):
 Please charge the credit card listed below
   Credit Card Number: _________________________________________________________________
   Exp. Date: ________________ CCV Code: _________________________________
   Authorized Signature: ________________________________________________________________
   Name (as printed on card): ________________________________
 I will mail a check. Check Number: _________________________________________________

I agree to provide payment and any promotional materials needed, such as company logo, preferred company recognition name, and any other requested information in order for Business Impact NW to fulfill listed sponsorship benefits.

Authorized signature: __________________________________________________________________
Print name: ___________________________________________________________________________ Date: __________________
IN-KIND CONTRIBUTION

Donor/Sponsor Company: ____________________________________________________________
Contact Person: ____________________________________________________________
Project/Event: ____________________________________________________________
Address: ____________________________________________________________
Email: ________________________ Phone: ________________________

Please fill in data for appropriate type of in-kind donation you or your company are providing:

DONATION OF GOODS, SERVICE OR FACILITY

<table>
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<th>Description</th>
<th>Date Provided or Used</th>
<th>Fair Market Value</th>
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TOTAL: $__________

DONATION OF VOLUNTEER HOURS

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<tr>
<th>Volunteer Service</th>
<th>Volunteer Name</th>
<th>Location of Service</th>
<th>Total Hours Volunteered</th>
<th>Date of Service</th>
<th>Fair Market Value</th>
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TOTAL: $__________

Signature of Donor: ____________________________________________ Date: ________________

Office use only: □ Business Impact NW □ Washington Women’s Business Center □ Veterans Business Outreach Center