

Campaign 2017 Sponsorship Opportunities

**WOW! That's neat,
but what does it cost? and
what do I get out of it?**

\$ 1 0 0

- Advertising on all promotional material; print and digital

\$ 3 0 0

- Advertising on all promotional material; print and digital
- Reduced membership/usage fees for employees

\$ 8 0 0

- Advertising on all promotional material; print and digital
- Reduced membership/usage fees for employees
- Discount Parts for employees who become members
- Exclusive logo on campaign t-shirts

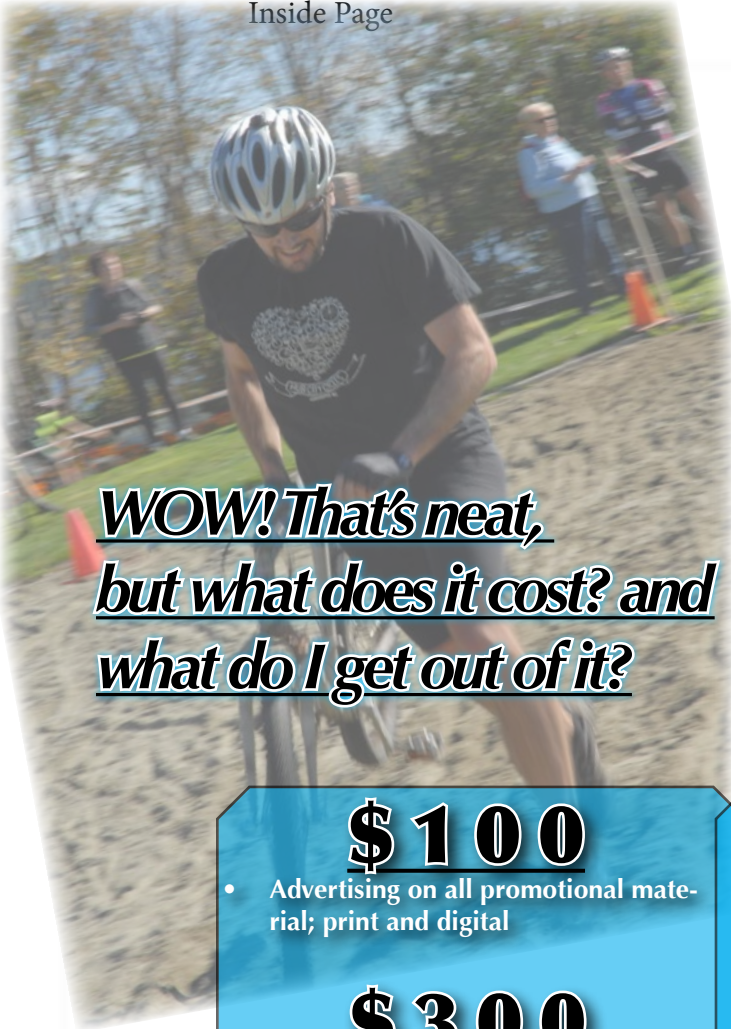
Thank you for supporting the development of sustainable, local solutions to worldly problems! Stay tuned for event details and volunteer information as we make Campaign 2017 the best it can be!

Organization Name
321 Blastoff Ave.
Somewhere, SPACE
(999) 777-3333

Shoot an email to info@campaign2017 for more information!

Look inside to find out how you can support your local (community bike shop/skill-building program/collective housing initiative/etc.)!

put a logo here!



Building Transportation Alternatives, Self-reliant Communities, and Food Security since 3030... (eye-catching tagline)



WHAT PLANNING TO DO?

Keep it simple. Bullet points are effective, but a bit of humanizing copy goes along way in casting favourable light on your strategy. If I'm going to support this initiative I want to know:

- Who benefits?
- How are they going to benefit precisely?
- How long do the benefits last?

Follow up a bulleted list with an action point like: "We believe there's a future in local recycling alternatives and have developed a strategy to bring that service to our community- Help us build this future!"



WHO?

For Example:

"Hub City Cycles is a non-profit community service cooperative who's purpose is to be a resource that nourishes the neighbourhoods in and around downtown Nanaimo by providing affordable bicycle-centric services and advocacy that build, empower and support healthy and sustainable communities, providing a safe and welcoming space for people to come to learn, share skills and network with other community members."



This guy thinks that's a wordy Mission Statement, but perfect for a concise "Who?" section. Extending this to include some key-organizer biographies, especially if their volunteer/professional experience, past projects, or credentials help to validate the aims of your campaign. Highlight the diversity and expertise of the team that's going to be doing the work.



WHAT HAVE YOU DONE ALREADY?

Concise bullet-point list effective, but if your planning column is low on copy, you might want to write out your achievements in a style that develops the voice of your organization in this brochure. The more accurate of a voice you use in the language of your brochure, the more effective it will be when you are unable to take the time to have a proper chat with your reader/potential sponsors. Depending on your distribution strategy, the voice of the brochure might be the only one a reader will experience before deciding to make a financial commitment to your organization.

- 2016 - Raised \$50k for Cooperative Trade-school Society
- 2014 - Employed 10 apprentices to renovate derelict spaces into collective housing options for 200 people!
- 2010 - Organization Incorporation