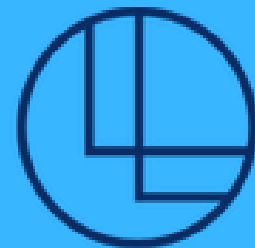


DEMYSTIFYING CORPORATE PARTNERSHIPS



LORRAINE LEWIS

01

Who are our ideal partners

Who is on your wish list and why?

02

What do you need from a business

Being clear of what you do and do not want from the partnership

03

Create your Corporate Partnership Document

Your toolkit you have to hand to give to a business

04

Partnership Agreement

A basic document so you know what is expected from the partnership

WHAT SHOULD YOU LOOKING FOR WHEN WORKING WITH A BUSINESS

ATTRACTING CORPORATE PARTNERSHIPS

The things you should be working on to attract and maintain existing corporate partnerships

ONLINE

Using social media platform to showcase why they should support you

OFFLINE

Maintaining your visibility on the ground and in the community

AWARDS

The importance of entering awards to showcase your work

LONG TERM PARTNERS

Show them why they should work with you long-term

01

Create a Community Page

Post 3 - 5 times a week

02

What should I share?

This is the opportunity to showcase who you are, what you do and the impact you make

03

Use your own accounts to share stories

Individual team members can use this to share their own story about the work they are doing

04

Connect with businesses

Build relationships with individuals/businesses you would love to work with

USING LINKEDIN & FACEBOOK

01

Traditional Print Media

Utilising local newspapers & magazines

02

Local Radio

A great way to spread the word about things you are working on

03

Networking Events

A great way to connect with the businesses you want to work with

04

Attending community events

Spread the word and showcase what you are doing - you never know who you will meet!

SPREADING THE WORD OFFLINE

01

Free PR

Utilising the free PR you will receive from the awards company

02

Helping you create your own publicity

A great way to spread the word about your achievements and why you are up for an award

03

Opportunity to Network

An opportunity to network in a room full of businesses

04

Celebrate your achievements

Whether you win or not, it is a huge boost for your team and the community

**WHY
ENTERING
AWARDS ARE
IMPORTANT**

01

Checking in with each other

Chance to provide updates and check how the partnership is working

02

Opportunities for involvement

Include them where possible in the activities you do, so they can see how their support contributes

03

Promote the partnership throughout

Ensure online and offline you utilise opportunities to promote the effective partnerships

04

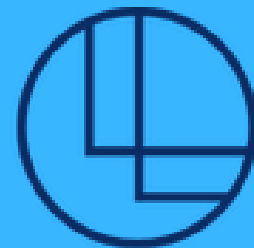
Discussion before the partnership ends

An opportunity to share the success and why you should continue to work together

MAINTAINING CORPORATE PARTNERSHIPS

THANK YOU FOR LISTENING

Connect with me on LinkedIn
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