

Partner Benefits Framework

Tier:
(Lowest to Highest)

Length Of Contract:

Minimum Donation:

Target Number:

Annual Impact:

Account Management:

How will the partnership be run day to day? How will you make sure partners have appropriate access to your teams?

Partner Benefits Framework

Tier:

Logo:

Marketing &
Storytelling:

Marketing materials and storytelling

What do you have the capacity to produce? Or alternatively, what are you happy for your partners to create using your brand assets? Think about how you can create value for each type of partnership and how you will resource these activities.

Use of Brand – Your brand is a valuable asset that you should protect. Think about how you would like other businesses to use your brand. Are there any risks that your brand could be damaged through partnerships? How will you maintain its value despite sharing it with other businesses? How will you integrate your most valuable brand assets (like your logo) with these partners in a way that creates value for them?

Partner Benefits Framework

Recognition
Channel:

Tier:

Partner Benefits Framework

Employee engagement benefits:

What opportunities can you provide to allow businesses to engage with your cause?

Employee
Engagement
Benefits:

Logo:

Tier: