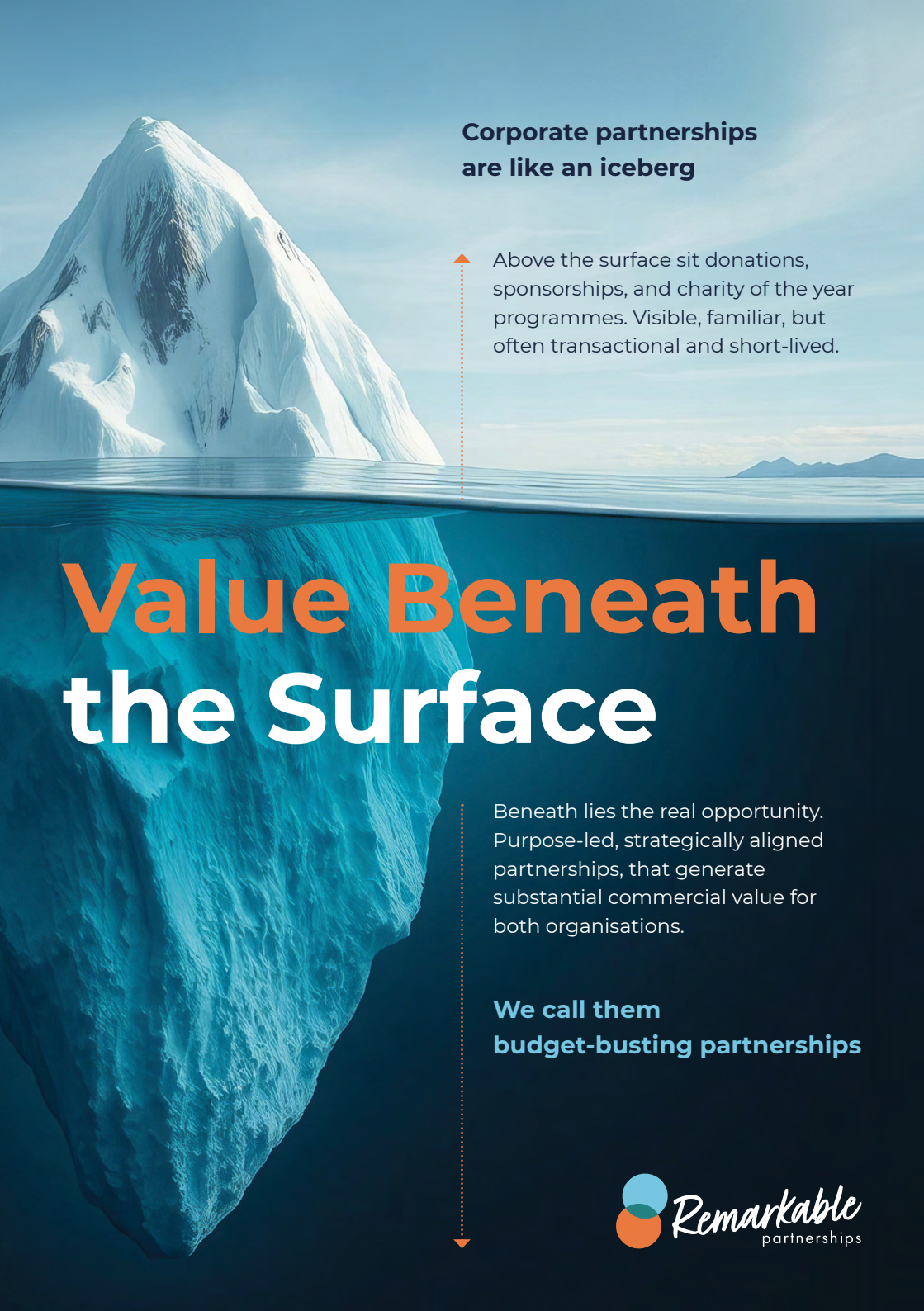

Corporate partnerships are like an iceberg
Above the surface sit donations, sponsorships, and charity of the year programmes. Visible, familiar, but often transactional and short-lived.
Value Beneath the Surface
Beneath lies the real opportunity. Purpose-led, strategically aligned partnerships, that generate substantial commercial value for both organisations.
We call them budget-busting partnerships
Remarkable partnerships

Dive deep into Business Priorities Research

To unlock the value beneath the surface you need to align with the company's priorities, so we conducted research into what matters to business right now.

Here are the key findings...

65% are feeling optimistic about the future of their business.

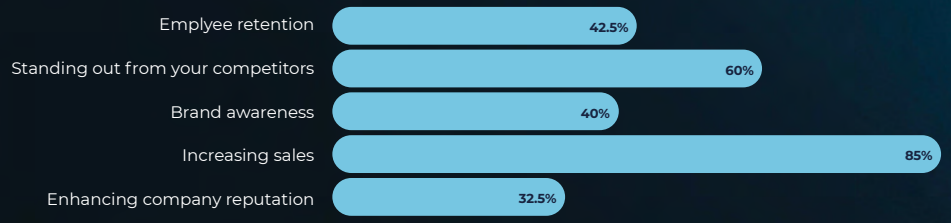
30%
think that now is the time to be investing in the future of their business

3%
think that now is the time to be cutting costs

67%
think that now is the time to be doing both, investing and cutting costs

Business priorities right now

The graph below shows the top two priorities for companies right now are **increasing sales (85%)** and **standing out from their competitors (60%)**.



The PURPOSE Framework

Our framework turns seven core insights into a practical model that charities can use to build and grow high-value corporate partnerships.

Access the Value Beneath

1. Purpose Alignment
2. United Organisation
3. Recognise Your Value
4. Problem-solving
5. Open Doors
6. Stand-Out Proposition
7. Enduring Partnership Design

Get in touch

If you want to discover the value below the surface
and build budget-busting partnerships, then get in touch:

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"The support from Remarkable Partnerships has been game-changing. Through their strategic guidance, we secured a new partnership with a major sports brand and transformed our approach to corporate partnerships. As a result, we now have greater confidence, capability and ambition to build high-value corporate partnerships."

Mark Lawrie OBE
CEO of StreetGames

STREET GAMES

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