



**SCALE
IT UP!**
sustainability

business beyond usual

Corporate Sponsorship Proposal

Scale it Up! Sustainability (SIU) invites you to be a sponsor of our nonprofit program, **Scale it Up! Sustainability Training for Women Entrepreneurs (STWE)**, the only program of its kind. Our trainings and support services equip women with the knowledge and critical thinking skills to build triple bottom-line businesses and achieve success in a marketplace where sustainable products, services, suppliers, and operations are increasingly valued.

Scale it Up! Sustainability's Mission is to popularize and rapidly increase access to inspiring, affordable, and relevant sustainability training.

Why is sustainability training important? Currently, it's rarely offered, recommended, or marketed to women entrepreneurs. Meanwhile, preferences and demands for business sustainability are on the rise from consumers, B2C companies, and governmental agencies at all levels. Intuit's 2020 Report predicts that sustainability – balancing environmental, social, and economic business decisions – will be a *“competitive requirement for small business within the next ten years, moving from social novelty to business necessity.”*



Our Phase 1 Outreach Goals

Deliver

live, relevant, hands-on training and follow-up support to 1000 women in 10-20 U.S. cities

Engage

and inspire 10,000 women through our interactive and informative online and multimedia activities

Partner

with academic institutions to measure STWE's impact and engage entrepreneurs at universities

Women who participate in STWE's hands-on training will learn how embedding environmental, social and economic sustainability strategy into their businesses can help them:

- Gain a competitive edge
- Attract and retain top employee talent
- Open up new markets
- Expand business opportunities
- Build public trust and customer loyalty
- Increase positive brand image

Phase 1 Programming

Fall 2017 to End of 2019

40 3-day weekend sustainability intensives in 10-20 major U.S. markets (20-25 participants each)

5 business strategy cohorts (1 day per month, 5 months, 15-20 participants each)

5 5-day wellness/sustainability immersion retreat (10-15 participants)

As well as...

Engaging multimedia and live activities including webinars and mini-workshops, and Individual sustainability consulting services for entrepreneurs

Phase 2 Additional Programming

Planned in 2018–2019 for Launch and Expansion (2020–2025)

- Develop and launch online sustainability training modules (open enrollment)
- Plan and develop “Train the trainer” program to increase reach globally
- Develop sustainable procurement and supply chain intensive courses



Our Target Market

Our participants and broader media audience are women from diverse ethnicities, abilities, and economic backgrounds who are seeking cutting-edge and relevant entrepreneurship training.

Demographics

- Millennial-age entrepreneurs, 18-34
- Married- & mom-preneurs, 28-42
- Women embarking on a new career, 40-65
- Women veterans, 25-40

Psychographics

- Intelligent, creative, positive, determined
- Seeking effective solutions and services
- Interest in purpose-driven business or sustainability

STWE Pilot Program

In 2014, pilot 3-day intensive workshops were conducted in Stockholm, Vienna, and Munich, partnering with the local [Impact Hub](#) in each city. Twenty-eight women entrepreneurs participated. Evaluation results indicated that the program was extremely helpful, and that the information they learned will continue to be relevant to their work into the future. An example of a business started by a workshop participant since the training is Yara Yassin's [Up-Fuse](#).



Sponsorship Benefits

Your support of our new program will demonstrate your commitment to educating women entrepreneurs in a new way that helps them achieve business success, strengthen communities, and protect the planet. Leverage your investment in our program by sharing our message in your multimedia channels and your Annual, CSR and Sustainability reports. By sponsoring, you will:

- Position yourself strongly within your industry and strengthen your appeal to customers
- Differentiate your brand as a sustainability, entrepreneur, and women's empowerment champion
- Access opportunities in traditional and sustainability-focused media channels
- Connect with promising new entrepreneurs
- Experience measurable positive CSR impact for your brand

See next page for details about sponsorship opportunities, levels, and benefits. We are open to creating a unique opportunity that meets your sponsorship, CSR, sustainability, and/or marketing objectives if these don't meet your needs. We are also interested in donations of in-kind products and services.



Sponsorship Levels for STWE Phase 1 (2017-2019) Including online outreach: website, media, webinars, social media
in 2017: 5 intensives, 1 retreat, 1 cohort **in 2018:** 15 intensives, 2 retreats, 2 cohorts **in 2019:** 20 intensives, 2 retreats, 2 cohorts

Founding Partner & Sponsor: 1-3 year sponsorship Investors are critical to launching STWE . Your company will receive the benefits listed in the next three rows in addition to media and live marketing and visibility outlined at the end of this table.	Gold Sponsor 2017 - \$12,000 2018 - \$18,000 2019 - \$24,000	Silver Sponsor 2017 - \$6,000 2018 - \$9,000 2019 - \$12,000	Bronze Sponsor 2017 - \$4,000 2018 - \$6,000 2019 - \$8,000	Scholarship Sponsor \$3,000 5 3-day intensive scholarships/yr @ \$600/person
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Special Benefits for Gold, Silver, Bronze and Scholarship Level Support (see below for marketing and visibility benefits)

Two-day executive sustainability strategy, innovation or employee workshop delivered at your company	✓ 2-day	✓ 1-day	✓ half day / year	
Sustainability strategy, or stakeholder engagement consulting services for your company or supply chain	✓ 10 hours year	✓ 8 hours / year	✓ 5 hours / year	✓ 5 hours / year
Complimentary participation in our 3-day intensives for a female employee from your company	2017 - 1 2018-2019 - 3/yr	2017 - 1 2018-2019 - 2/yr	2017 -2019 1/year	2017 -2019 1/year

Corporate Sponsorships/In-Kind Donation Opportunities Participation in a **STWE** event, consulting services, or an in-house company workshop may be also available depending on level of your in-kind support (see above)

Meal or Coffee Break Sponsor or In-kind Donations for our 3-Day Intensives or our single day Business Cohorts: Workshop Dinner, Breakfasts, Lunches, Coffee Breaks We welcome an opportunity to serve your organic, sustainable, locally sourced food to exemplify your sustainable products and services	2017 - 6 events 2018 - 17 events 2019 - 22 events	Dinner & Lunch Sponsor to determine \$ in-kind donation value	2 Breakfasts Sponsor to determine \$ in-kind donation value	5 Coffee Breaks Sponsor to determine \$ in-kind donation value
Travel, Accommodations and Carbon Offset Sponsorship or In-Kind Donations for our 3-day intensives and our our wellness/strategy retreat Showcase your environmentally and socially responsible practices through your support of STWE	3-4 STWE staff 2017 - 6 events 2018 - 17 events 2019 - 22 events	In-kind donations of round trip flights or trains	In-kind donations of local transport car share, bikes	Accommodations for the STWE team for events
Workshop Room: We seek workshop, retreat and business cohort spaces that are built and operated in an environmentally- friendly, socially responsible way.	2017 - 7 events 2018 - 19 events 2019 - 24 events	Friday evening - Sunday afternoon intensives	5-day wellness/ sustainability retreats	1-day/month, 5 month cohorts

Marketing and Visibility for All of Our Corporate Sponsors Our Corporate Sponsors will have high visibility on our website, marketing and training materials and at all training events they sponsor. Further promotion opportunities are also available.

Annual STWE Outcome Data and Evaluation will be provided to all of our Corporate Sponsors

Please contact **Reed Evans**, Founder of Scale it Up! Sustainability
at reed@scaleitupsustainability.org | 312.918.7424

