

# Startup League Rewards Program Partnership Agreement



The Startup League Rewards Program incentivizes entrepreneurs to stay focused on the journey to start and grow their small business by rewarding points for engaging in activities that will help them invest in their business growth.

## Why a Rewards Program?

The primary aim of the Startup League Rewards Program is to incentivize Black entrepreneurs to engage in the St. Louis entrepreneur ecosystem as a strategy to improve business outcomes of entrepreneurs and understand which resources provide the most impact.

**We invite Pipeline Partners and Sponsors who care about our mission to get involved.**

Partner & Sponsor Benefits	Pipeline Partners	Sponsors \$1000	Sponsors \$2500	Sponsors \$5000 & Up
Updates on Startup League Rewards Program milestones	X	X	X	X
Up to 3 program scholarships matched by BRAND Foundation	X	X	X	X
Invitation to sessions about racial equity in entrepreneurship	X	X	X	X
Opportunities to cross-promote through BRAND of St. Louis communication channels	X	X	X	X
Access to professionals to serve on your advisory board or selection committee	X	X	X	X
Acknowledgment on Social Media, Website, Newsletter, Press Releases, and Articles	X	X	X	X
Specific insights on racial equity in the St. Louis entrepreneur ecosystem		X	X	X
Ability to customize your organizations' experiences in the Startup League Points Guide		Up to 2 extra experiences	Up to 5 extra experiences	Up to 10 extra experiences
Acknowledgement in the Startup League Points Guide and Annual Report			X	X
Special Recognition in the Startup League Points Guide and Annual Report				X

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**As a Startup League Rewards Program Pipeline Partner, please expect:**

- Updates on Startup League Rewards Program milestones
- Up to 3 program scholarships matched by BRAND Foundation
- Invitation to sessions about racial equity in entrepreneurship
- Opportunities to cross-promote through BRAND of St. Louis communication channels
- Access to professionals to serve on your advisory board or selection committee
- Acknowledgment on Social Media, Website, Newsletter, Press Releases, and Articles

**BRAND of St. Louis expects Startup League Rewards Program Sponsors to:**

- Have an interest in improving racial equity in the St. Louis entrepreneurship ecosystem
- Take an active role in helping entrepreneurs along their journey by confirming participation and providing feedback
- Share logo for use and agree to be publicly listed
- Promote the Startup League Rewards Program within your networks
- Consider offering scholarships for your clients to participate in the Startup League Rewards Program
- Consider nominating self or others to serve on our advisory board or in our mentor network

**Name:**

First Name	Last Name

**Email:**

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**Company/Organization:**

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**Job Title:**

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**Date:**

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Please email the completed form to [partner@brandofstl.com](mailto:partner@brandofstl.com). We greatly appreciate your support!