



Kilimanjaro Corporate Sponsorship Package

thrive  **PLANTING HOPE.
HARVESTING CHANGE.**

Two billion people don't get the life-giving nutrients they need to reach their full potential.

Thrive empowers communities with the training and simple tools they need to sustainably grow an abundance of healthy, organic, disease-fighting foods for life.



"Thrive introduced table banking in our community and I joined the group. I started saving 100 Rwandan francs per week. Our group is doing so well, we now receive dividends on our investment in table banking. Now I can buy everything I need to provide for my family."

- Esperance Cyubahiro

"My family and I haven't consumed many greens. Life was difficult and I could only afford to provide them with milk and ugali. Since I joined Thrive activities in Kageyo in 2021, we started planting and consuming a variety of different greens. My family is thriving well without a lack of nutrition and contracting malaria."

- Nshimiyimana Edrissa

"I was suffering from malaria. Thrive for Good introduced me to the power of natural medicine like Artemisia and lemongrass. I found that it has been powerful in my life after understanding how I can use that natural medicine. I started taking tea from different plants. Now my life is changing for the better. I'm far from malaria, headache, stomach ulcers and so on."

- Ernestine Kamariza

Corporate Social Responsibility

Today, corporate social responsibility is no longer a nice to do. People want to know more about the companies with whom they do business. Three-quarters (76%) of US adults (ages 18 and older) expect businesses to positively impact society instead of just making money.

When companies support social or environmental issues, consumer affinity increases:

- 96% of global citizens have a more positive image of the company
- 94% are more likely to trust the company
- 93% are more loyal to the company (i.e., continue buying products or services)

Today, those early-adopting companies that have developed a 'purpose' above only generating revenue are seen as having an authentic role and value in society, which allows them to simultaneously grow their business and positively impact the world.

When your business partners with Thrive for Good, you will join the movement to end hidden hunger. A successful partnership can strengthen your business in many ways.

- Cultivate Customer Loyalty
- Energize Your Staff
- Boost Sales
- Strengthen Brand Recognition
- Employee Retention



The data is rapidly building the case that corporate-charity partnerships can help positively influence both the for-profit and nonprofit sectors to achieve greater social good and change the world.



Platinum - \$10,000 (One available)

Our lead partnership level with the highest recognition includes prominent mention in media and throughout fundraising promotional materials, including email, social media, fundrazr, and website placement.

- Logo or signage displayed and photographed at the top of Mount Kilimanjaro once the Thrive climbing team has reached the summit.
- Top-level marketing on the Natural Calm website and social platforms.
- Coverage in an Optimyz magazine article highlighting the Kilimanjaro campaign.
- Logo with hyperlink on Thrive's partner's page for the remainder of 2022.
- Thrive website coverage of Thrive on Kilimanjaro.
- Thrive social media:
 - Ten posts that mention the brand name of the platinum sponsor.
- Logo on the cover of event promotional materials.
- Logo with a hyperlink in the sponsorship section of the event webpage.
- Post-event thank you mention on Thrive website.
- Use of Thrive logo on your corporate website.





Gold - \$5,000 (Two Available)

Our second partnership level with brand recognition through media and fundraising promotional materials, including email, social media, fundrazr, and website placement. Gold sponsors also receive recognition via:

- Coverage in an Optimyz magazine article highlighting the Kilimanjaro campaign.
- Top-level marketing on the Natural Calm website and social platforms.
- Logo with hyperlink on Thrive's partner's page for the remainder of 2022.
- Thrive website coverage of Thrive on Kilimanjaro.
- Thrive social media:
 - Five posts that mention the brand name of gold sponsors.
- Logo on event promotional materials.
- Logo with a hyperlink in the sponsorship section of the event webpage.
- Post-event thank you mention on Thrive website.
- Use of Thrive logo on your corporate website.





Silver - \$2,500 (Four available)

Our third partnership level with brand recognition through media and fundraising promotional materials, including email, social media, fundrazr, and website placement. Silver sponsors also receive recognition via:

- Top-level marketing on the Natural Calm website and social platforms.
- Logo with hyperlink on Thrive's partner's page for the remainder of 2022.
- Thrive website coverage of Thrive on Kilimanjaro.
- Thrive social media:
 - Three posts that mention the brand name of silver sponsors.
- Logo on event promotional materials.
- Logo with a hyperlink in the sponsorship section of the event webpage.
- Post-event thank you mention on Thrive website.
- Use of Thrive logo on your corporate website





Bronze - \$1,000

Our fourth partnership level with brand recognition through fundraising promotional materials, including email, social media, fundrazr, and website placement.

- Thrive website coverage of Thrive on Kilimanjaro.
- Thrive social media:
 - One post that mentions the brand name of the bronze sponsors.
- Logo in the sponsorship section of the event webpage.
- Post-event thank you mention on Thrive website.
- Use of Thrive logo on your corporate website.



Gifts in Kind

Our fifth partnership level with recognition via gifts in kind to be included as prizes for various achievements during the fundraiser, such as most steps climbed or most money raised.

- Thrive social media:
 - One post that mentions the brand name of companies that provide gifts in kind
- Logo in the sponsorship section of the event webpage
- Post-event thank you mention on Thrive website
- Use of Thrive logo on your corporate website



Donation

Donations from companies and individuals are always welcome and eligible to receive tax receipts.

Interested in getting your brand involved?

Become a business that supports change around the world.

Audience:

- Mountain enthusiasts and trekkers
- Gardeners, foodies, vegetable lovers
- Health and wellness enthusiasts
- Adventure seekers
- Thrive, supporters and philanthropists,
- World changers

Reach:

- Natural Calm Website: 30,000 website hits each month
- Thrive Website: 6,000 website hits each month
- Coverage in a dedicated Optimyz online magazine article (50,000 website views per month)
- Thrive Emails: 1,675 email newsletter subscribers
- Over 2,300 Thrive Facebook followers
- Over 800 Thrive Instagram followers
- Digital Posters and flyers distributed to select donors for inspiring them: 100
- Media and promotional coverage throughout the event

We are thrilled to partner with our sponsors in advertising and promoting this unique and exciting peer-to-peer fundraiser. Thank you so much for your interest and support.





thrive

Contact:

James Woller, International Executive Director

jamesw@thriveforgood.org

+1-778-888-5023