



**SMALL  
BUSINESSES.**

## **SPONSORSHIP OPPORTUNITIES**

*Sponsors are critical in helping us engage the small business community for philanthropy and community impact. We are seeking partners who are community-minded and want to connect their brand and message with the community of socially conscious businesses and professionals.*

**BIG  
IMPACT.**

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# A SPECIAL MESSAGE TO OUR SPONSORS

Traditionally, philanthropy engages larger companies and high net worth donors only. However, in Central Ohio and beyond, a majority of people are employed by small businesses - those with under 500 employees. When we started Small Biz Cares, our goal was to fill this major gap in philanthropy.

Many small businesses want to get involved in the community, but have historically struggled to make impact consistent. Small Biz Cares has changed that. Our organization has made getting involved easier and more rewarding for businesses. We are bringing more businesses and people to the “table” of philanthropy. As a result, local nonprofits are benefitting through more volunteers, more dollars raised and more awareness.

Small businesses now have unique opportunities to volunteer, support education, raise funds for worthy causes and participate in our community of socially-conscious businesses. In addition to giving back, members are also connecting with other small business leaders, strengthening their brand, and creating better cultures that improve employee engagement and talent acquisition.

2020 has been a unique year as COVID-19 has presented a number of challenges. We’ve had to put a pause on our popular Community Service Days and Fundraisers, as well as other in-person member experiences. We didn’t stand still. Through innovation and creativity, we’ve actually raised more money in the first half of 2020 than all of 2019. We’ve engaged more community partners and more small businesses in our programs. We’ve also received more media attention and greater exposure in the community.

As a young nonprofit organization, we have a strong vision for the future. We want to make a big impact in Central Ohio and establish a national chapter model to engage small businesses throughout the country. We need strong sponsors and partners to join our efforts. Organizations that are community-minded, that value small business and want to be part of something special. Sponsors help us expand our reach, create our programs, support educational initiatives and continue our growth.

*We would love for your organization to be a part of this amazing vision for small business impact.*

#### **Small Biz Cares Board**

Bill Nolan, Barnes & Thornburg  
Jacob Stoneburner, Stoneburner Wealth Management  
Josh Whitt, Path Robotics  
Libby Villavicencio, Schooley Mitchell  
Laurie Zinn, Line-By-Line  
Lindsay Karas Stencil, Thompson Hine LLP  
Dan Saas, Vaco Columbus  
Daniel Waters, Waters Law, LLC  
Louisa Morris, Fisher Board Fellow  
A-Jay Orr, SimplePlan IT  
Nevin Bansal, Outreach Promotional Solutions



**Nevin Bansal**, Executive Director



## OUR MISSION

To connect, mobilize, and inspire small businesses to create lasting positive impact in our community.

## HOW WE'RE MAKING AN IMPACT IN OUR COMMUNITIES



**Fundraising**



Events, programs, online fundraisers and collection drives that provide money, goods and awareness to local nonprofits and community organizations.

**2020: Over \$20,000 raised to provide donations, scholarships and personal protective equipment (PPE) for nonprofits, schools, and other organizations addressing racial equality and COVID-19 issues.**



"We are grateful to have partnered with Small Biz Cares for the 2019 Tailgate for Charity. The event provided awareness about the issue among participants and funding for She Has A Name's Strategies for Success Scholarship. Scholarship awardees are local survivors of human trafficking working toward professional degrees. The program provides financial and relational support as they go back to school. This makes a difference in their lives as they consider augmented options for professional careers."

-Courtney Schmackers, Executive Director of SHAN



**Volunteering**



**Small Biz Cares volunteer days for members to volunteer and network.**

**2019-2020: Almost 700 hours from hundreds of professional and small business owners.** "My experience volunteering with Small Biz Cares has been the utmost fulfilling and enjoyable. Not only have I been able to give back to the local community during these service events but have met so many like-minded people that I now get to call my friends. I look forward to the service days and the networking afterwards just to spend time with so many of the people that I have met. Giving back to the community has always been important to me and Small Biz Cares facilitates all the details so that I can just show up and volunteer! Great organization to be affiliated with!"

- Jessica Rivera, Allstate, Jessica Rivera



### Participating Nonprofits:



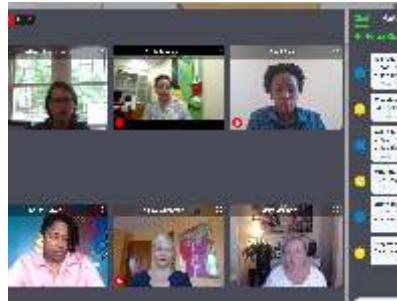




## Storytelling & Member Experiences

Member experiences, events and content featuring small business leaders, local nonprofits and other organizations impacting our community.

2020: Member online features and content, virtual events, and two signature initiatives, Small Biz Cares Week and Nonprofit Appreciation Week.



"Small Biz Cares is a wonderful opportunity to give back to the community and network with other like-minded businesses. Their events are well structured and enjoyable. I highly recommend joining up and experiencing the fun" -Sam Linn, Spartan IT

Presenting Partner:



Featured on:



## Scholarship

A Small Biz Cares Scholarship Fund to help those in need fulfill their educational dreams.

2019-2020: Over \$12,500 raised for scholarships that provide education to those with financial need. "The main reason I wanted to become a member of Small Biz Cares is because they make it easy for small businesses to give back to the Columbus community. I love that my membership fee goes toward scholarships for people who are working to improve their lives through education or training. That's very meaningful for me personally and professionally." -Libby Villavicencio, Schooley Mitchell

Scholarships to:



"Receiving this scholarship will reduce my residual tuition burden by lessening the amount of Federal student loans I have to borrow. This opportunity helps me to achieve my dream of business ownership. When I was notified that I was the recipient of this scholarship, it renewed my excitement for the Autumn Semester, and gave me more incentive to work toward completing my educational goals."

-Jessie M. Ellwood, Columbus State Community College Small Biz Cares Scholarship Recipient



# SPONSORSHIP OPPORTUNITIES

Our sponsors will provide important resources to help Small Biz Cares increase membership, expand reach, and make a larger positive impact in our communities. Sponsors are kept informed and engaged on the efforts and vision for Small Biz Cares and can provide feedback and ideas to help us make an even bigger impact.

## BECOME A SUPPORTER SPONSOR

### *\$2,500 Annual Contribution*

**As a Small Biz Cares Supporter, you receive:**

- Logo on website, email newsletters, and event signage
- 4 social media mentions per year
- Opportunity to provide members with a discount or promotion on services
- Free attendance at all events
- Exposure at 2020 planned events such as fundraisers, volunteer events, member appreciation events, 2 storytelling events, 2 networking events
- 25% discount on promo, apparel and print solutions for SBC event products from partner, Outreach Promotional Solutions
- Logo on Small Biz Cares *Active Team* T-shirts and volunteer T-shirts



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**Contact Nevin Bansal to become a Supporter Sponsor**

## BECOME AN ADVOCATE SPONSOR

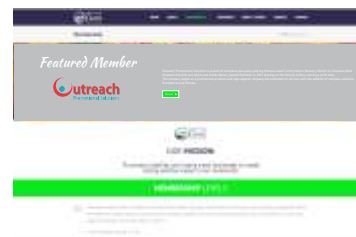
### *\$5,000 Annual Contribution*

**As a Small Biz Cares Advocate, you receive all of the benefits of the previous level plus:**



- 6 social media mentions per year
- Feature in blog and newsletter for company's social impact story
- Banner ad placement on Membership Directory of smallbizcares.org
- Feature on direct mail marketing pieces that go to ~10,000 small businesses annually

**Contact Nevin Bansal to become an Advocate Sponsor**





# SPONSORSHIP OPPORTUNITIES

## BECOME A CHAMPION SPONSOR

### *\$10,000 Annual Contribution*

**As a Small Biz Cares Champion, you receive all of the previous levels plus:**

- 12 social mentions per year
- Special recognition as scholarship sponsor
- Banner ad placement in email newsletters (12 per year)
- Exhibit table at storytelling or fundraising events
- Automatic sponsorship for Tailgate for Charity fundraiser



SPONSOR AD HERE



**Contact Nevin Bansal to become a Champion Sponsor**



"Small Biz Cares is in the sweet spot for our Accredited Businesses who cherish the 5th and 6th Principle of Trust - Treasure People and Enthusiastically Give Back. We look forward to being involved deeply with Small Biz Leaders that support the community that supports them and who prize the intrinsic value of people."

*-Kip Morse, President of Better Business Bureau of Central Ohio*

## BECOME A COLLABORATION SPONSOR

### *\$25,000 Annual Contribution*

**As a Small Biz Cares Collaborator, you receive all of the previous levels plus:**

- Customized sponsor packages including unique branding, advertising opportunities and recognition



**Contact Nevin Bansal to become a Collaboration Sponsor**





**SEPT. 2018**

Soft launch at Festival for Good

Nevin Bansal, Founder & CEO of Outreach Promotional Solutions leads the launch of the organization, including securing initial Board members



SBC puts on its first Community Service Day & Happy Hour, engaging 40+ professionals and business owners for an afternoon of volunteering and networking



**JAN. 2019**

**MAR. 2019**

**MAY 2019**

**JULY 2019**



March Madness Meet & Greet



The second Community Service Day & Happy Hour brings together 60+ professionals for volunteering and networking



2019 Sponsors and Partners who have contributed to our growth and programs:







SBC launches its first members only event sponsored by Insperity, to bring together members for fun, networking and appreciation



eliminating racism  
empowering women  
**ywca**  
columbus ohio

Winter Coat Drive with YWCA -members collecting coats to give to families in need



**AUG. 2019**

**SEPT. 2019**

**NOV. 2019**

**DEC. 2019**



Small Biz Cares puts on its first fundraiser, raising \$3,300 for She Has a Name



Holiday Cheer Community Service Day & Happy Hour & Leaders of SBC Special Event



she has a name  
frees a name



DOING THE MOST GOOD  
CENTRAL OHIO





SBC members joined us at CoHatch Worthington for an evening of wine tasting (partnered with Wilson Wine Shop), light fare, & fun.

SMALL BIZ Cares  
**Community Service Day**  
SMALL BUSINESSES. BIG IMPACT.

Small Biz Cares collected diapers for Bottoms Up Diaper Drive, a nonprofit that provides donated diapers to families in need through partnerships with food

SALEM  
STONES  
the granite company

JAN. 2020

FEB. 2020

MARCH 2020

APRIL 2020

SMALL  
BIZ Cares  
SPECIAL EVENT  
MEMBER APPRECIATION  
SMALL BUSINESSES. BIG IMPACT.

Community Service Day & Happy Hour brings together 60+ professionals for volunteering and networking

Bottoms Up  
DIAPER DRIVE

Fundraiser with SBC investor member, Salem Stones raised \$3,000 to provide KN95 masks to Alvis and YMCA of Central Ohio

ONEHOPE



2020 Partners who have contributed to our growth and programs:

Worthington  
COMMUNITY FOUNDATION

CONWAY CENTER  
A FAMILY BUSINESS

POINT

HACC  
Hilliard Area  
Community Foundation

JOHN & JILL  
cypclub  
COLUMBIAN YOUTH CENTER

Westerville  
COMMUNITY FOUNDATION

TriVillage  
COMMUNITY FOUNDATION

Worthington  
COMMUNITY FOUNDATION

DUBLIN  
COMMUNITY FOUNDATION

NAWBO  
NORTH AFRICAN WOMEN'S BUSINESS ORGANIZATION

BUNKER  
ARTS & CRAFTS

Autism  
Power

Bottoms Up  
DIAPER DRIVE

CARE Center

dsaco

YOUTH  
FOR CHRIST

catco

Columbus College  
of Art & Design

CDC  
columbus metropolitan club

Worthington  
COMMUNITY FOUNDATION

BRIDGEMAN

CAREER  
TRANSITION  
INSTITUTE

IMPACT  
Community Action  
Columbus and Franklin County





We brought together over 20 community partners for a week that connected small businesses, raised funds for PPE, and held 12 virtual events

**MAY 2020**



**JUNE 2020**

Fundraiser for Racial Equality - raised \$5,700 to support the Columbus Urban League and provide scholarship at Columbus State.



Nonprofit Appreciation Week put Central Ohio's nonprofits on display. 6 virtual events included panel discussions with nonprofit leaders & a virtual 5k/25 mile ride to cap off the week

**JULY 2020**



**AUG. 2020**

We raised \$2,000 to provide personal protective equipment to Columbus area schools







“Columbus' small business community is filled with leaders who give their time and money to causes they're passionate about. We wanted to bring a group of smart business leaders together so that we could give back to our community at a scale only large corporations have been able to achieve.”

-Nevin Bansal, Founder & Executive Director

#### SPONSORS



#### PARTNERS



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