

# POSITIVE IMPACT



# SPONSORSHIP PACKAGE

## WHO ARE WE?

→ Positive Impact exists to provide education and collaboration opportunities, resources and inspiration on a global level. As a not-for-profit, our vision is a sustainable event industry by 2020, thus meaning direct collaboration with our sponsor partners is needed to achieve this.

## WHY BECOME A SPONSOR FOR POSITIVE IMPACT?

→ Positive Impact will tell the story of your brand and organisation. Our partnerships with media, industry associations and communities of event professionals means our campaigns reach over 1.2 million. We maximise exposure across numerous social media channels (Instagram, Facebook, Twitter with over 3.5k followers), email marketing (database of 3.5k email accounts), monthly newsletters (3.5k subscribers) and a monthly website audience of 10k.

→ Positive Impact is an UN WTO affiliated member and has a number of memorandum of understanding with various United Nation bodies. Our collaboration opportunities are at a level to influence global business and government strategies. We create and deliver materials to meet the needs of our communities from education to webinars to world changing research.



300 AMBASSADORS WHO RECEIVE TRAINING AND MONTHLY CHALLENGES TO MAKE A DIFFERENCE



UNIVERSITY PARTNERSHIPS WHERE WE PROVIDE OPPORTUNITIES FOR ACTION TO OVER 140 STUDENTS A YEAR



8 MEDIA PARTNERS WHO COLLABORATE WITH OUR CAMPAIGNS AND REACH OVER 99K PROFESSIONALS, INCLUDING EVENT AND SUSTAINABILITY AUDIENCES



2 INSIGHT PANELS GLOBALLY WHO PROVIDE INSIGHT FROM EVENT PLANNERS

## OUR COMMUNITY OF GLOBAL INFLUENCE



PARTNERING WITH GLOBAL EVENTS SUCH AS IBTM AND IMEX



A GLOBAL REACH OF 2M+ ACROSS 26 COUNTRIES



12 ASSOCIATION ENDORSERS, WITH A REACH OF 390K WHO READ OUR MATERIAL, GET INSPIRED AND TAKE ACTION



MEMORANDUM OF UNDERSTANDING WITH:

- UN ENVIROMENT
- UNICEF
- IHRB
- UNFCC



8791 POSITIVE IMPACT MEMBERS:  
3474 ON EMAIL DATABASE  
3782 @ TWITTER  
639 ON FACEBOOK  
529 INSTAGRAM



1 GLOBAL SECRETARIAT WHO TRANSCRIBES OUR MATERIALS

HOW WE SHARE MATERIAL AT

POSITIVE IMPACT



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# OUR CAMPAIGNS:

WE LAUNCH ANNUAL CAMPAIGNS THROUGHOUT THE CALENDAR YEAR TO CHAMPION EVENT SUSTAINABILITY AND REACH GLOBAL AUDIENCES.



## #CSRshareDay

22nd April

A 24hour annual twitter campaign on Earth Day where sustainability champions from across the globe each host one hour of conversation discussing social responsibility. We reached nearly 2 million people in April 2018 sharing wisdom, best practice and case studies of improving sustainability in the event industry.

@CSRshareDay



## World Peace Day

21st September

A 24hour social media campaign, celebrating UN world peace day. Watch a series of inspirational webinars and learn from numerous sustainable event professionals who use their event venues to have a positive, global and peaceful impact.

@PeaceandEvents



## #Honest Game

Every June & July

A twitter campaign dedicated to celebrating the success and positive impact in sport with examples of leadership, equality and honesty.

@HonestGameUK



## Girls Creating

Every March

Since 2016, we have created a campaign to inspire women to share their stories empowering the next generation of women to create the lives they want. Positive Impact believes the event industry (with its majority female workforce) can take a lead in inspiring women.



## #ShareaPositiveImpact

Ongoing since 2018

A twitter campaign designed to exemplify the sharing of sustainability in action in the event industry.

@Share\_a\_PI

# SPONSORSHIP SCHEMES

SPONSORSHIP SCHEMES	£800 \$1,100 ¥114,000	£2,000 \$2,560 ¥284,000	£3,860 \$5,000 ¥566,000	£6,000 \$7,630 ¥845,000	£8,000 \$10,300 ¥1,140,000	£15,000 \$19,200 ¥2,130,000
<b>BENEFITS</b>						
<b>We want our logo listed as a supporter of this website</b>	✓					
<b>We want to be listed as a CSR Share Day Sponsor</b>	✓	✓				
<b>We want logo placement on an annual industry trends report</b> - Opportunity to share story - Logo placement on annual industry trends report, which is communicated to global network - We provide a toolkit to assist in the creation of roadmaps	✓	✓	✓			
<b>We want Positive Impact to tell our story</b> A two-page case study featured on: - Positive Impact Newsletter - Positive Impact Social Media	✓	✓	✓	✓		
<b>We want to create unique education and collaboration opportunities</b> - We provide a 1/2 day sustainable event education session for your organisation. - We offer your organisation the opportunity to collaborate with the community. - The opportunity to be a partner sponsor of one of our groundbreaking campaigns	✓	✓	✓	✓	✓	
<b>We want data on what this means for the future of the event industry</b>	✓	✓	✓	✓	✓	✓
<b>We want to collaborate on industry wide initiatives that could create a positive impact alongside our global partnerships including UN bodies.</b>	✓	✓	✓	✓	✓	✓