



Path to Partnership: Sponsorship

“The traditional path to purchase has been disrupted and businesses need to consider how they can engage with customers as both individuals and as part of communities and collectives.”

The Deloitte Consumer Review:
The Growing Power of Consumers, 2014

About Us

Mindful Mornings is a monthly Friday forum that connects, inspires, educates, and activates mission-driven do-gooders who want to create a more well-world. These Mindful Mornings do-gooders are the perfect fit for brands that support progress in the areas of health, wellness, sustainability, peace, equality, and community building.

On the first Friday of every month...

- 8:00am** In a location TBD, the doors swing open. Do-gooders enjoy coffee, kombucha, delicious food, and caring conversations.
- 8:15am** All are welcomed by the Chapter Founder(s). Sponsors are introduced and thanked for making this life-changing forum a reality.
- 8:20am** The keynote speaker takes the stage. Attendees listen to riveting keynote content that will help them along their journey, inspiring and informing their steps. Q&A follows.
- 8:50am** The Chapter Founder then welcomes announcements from the crowd, and once again mentions all sponsors before the crew returns to either connecting with one another or going about the rest of their Friday morning.
- 9:00am** All leave feeling closer to one another, more aware of the do-goodin' people and businesses that exist in their community, and better equipped to forge ahead on their mission-driven journeys.



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Built to Scale

Mindful Mornings is designed to scale from city to city. Additional sponsorship opportunities will be available as new chapters launch. New market suggestions driven by sponsor value are welcome.

	Sponsorship							
	1 month		3 months		6 months		12 months	
	Local	National	Local	National	Local	National	Local	National
Investment	\$600	multiplied by # of chapters	\$1800	multiplied by # of chapters	\$3600	multiplied by # of chapters	\$6000	multiplied by # of chapters
Presence on our Website								
Presence on website: globally		every page		every page		every page		every page
Presence on website: chapter-specific	local chapter	all chapters	local chapter	all chapters	local chapter	all chapters	local chapter	all chapters
Presence at Forums								
Shout-out, on-site, at forums	1 forum	multiplied by # of chapters	3 forums	multiplied by # of chapters	6 forums	multiplied by # of chapters	12 forums	multiplied by # of chapters
Presence in Email Newsletters								
Mention in chapter-specific newsletter	1 email	multiplied by # of chapters	3 emails	multiplied by # of chapters	6 emails	multiplied by # of chapters	12 emails	multiplied by # of chapters
Instagram Promotion								
A mix of individualized & group posts	2/month	multiplied by # of chapters	2/month	multiplied by # of chapters	2/month	multiplied by # of chapters	2/month	multiplied by # of chapters
Additional Opportunities								
Decided upon on a sponsor-by-sponsor basis: co-create content, sponsor monthly Acts of Kindness, run contests, and present your business & brand on-site at a Mindful Mornings Forum.	x	x	x	x	x	x	x	x

