



# Building Communities of Opportunity through the **Cooperative Model**

## Sponsor the 2021 **Co-op Innovation Award**



Join Capital Impact Partners and National Cooperative Bank as a sponsor to increase funding for Capital Impact Partners' Co-op Innovation Award. The award was launched in 2015 to encourage cooperative growth and development in historically disinvested communities and/or communities of color. Catalytic seed funding and technical assistance are provided to early-stage, innovative projects that have the potential for replication.

In the past two years alone, there have been more than 160 applications from across the country from cooperatives and organizations that support cooperative development.

With the current level of \$100,000 in funding, only three annual awards are disbursed at the \$25,000-\$50,000 level. This year, for the first time, the application is being offered in Spanish and a substantial increase in applications is expected based on an October survey of potential applicants.

**This is a unique opportunity to support the cooperative ecosystem and racial and economic justice during an unprecedented national crisis.**

Since the award was launched in 2015, **the 12 Co-op Innovation Award grantees have:**

Leveraged their combined \$385,000 in awards to secure more than \$4.5 million in additional funding from foundations, investors, and government

Replicated five programs regionally or nationally

Worked with more than 20 local or state governments

Reached more than 2,000 community members through meetings and training

Capital Impact and National Cooperative Bank believe that the cooperative model can **disrupt income inequity, build assets and quality jobs, increase community ownership, and create strong vibrant places of opportunity.** We hope you will consider sponsorship at one of the following levels and help us expand the Co-op Innovation Award's impact.



## Sponsorship Levels – Join Us!

\*Includes all the sponsorship offerings at the lower level

### \$100,000- Movement Builder\*

- ▶ An opportunity to be a participant or contributor to a podcast or webinar hosted by CIP and/or NCB
- ▶ Four (4) dedicated social media posts between the following platforms - Twitter, Facebook, Instagram and LinkedIn (Capital Impact has a total social audience of 6,314 and NCB has a total social audience of 13,390)

### \$75,000- Social Justice Ally\*

- ▶ A dedicated blog post or featured article highlighting the impacts of the award through quotes or organization description
- ▶ Three (3) Dedicated social media posts as described above

### \$50,000- Innovator\*

- ▶ Sponsorship recognition at industry conferences that feature grantees (OFN, SOCAP are example of previous opportunities)
- ▶ Two (2) Dedicated social media posts as described above

### \$25,000- Changemaker\*

- ▶ Sponsorship recognition in the NCB's Co-op 100 report, a print and online publication that highlights the largest US cooperatives by revenue and boosts a readership of over 5.5 million
- ▶ Inclusion as a sponsor in our national press release sent to PR Newswire and hosted on Capital Impact's website

### \$10,000- Cooperator

- ▶ Logo placement on Capital Impact's website (180,000 views per year)
- ▶ Inclusion in our joint grant announcement email sent to over 20,000 readers
- ▶ One (1) Dedicated social media posts as described above

Please contact **Alison Powers** at [apowers@capitalimpact.org](mailto:apowers@capitalimpact.org) to discuss sponsorship opportunities. The application will launch in the spring, but sponsorships will be accepted before final grant approvals on August 1st. For more information about the Co-op Innovation Award and previous grantees, please visit our website.

[www.capitalimpact.org](http://www.capitalimpact.org)