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Your Company & Blue Water Area Rescue Mission BWARM

A Cause Related Marketing
Partnership Opportunity

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Presentation Purpose

A first step to demonstrate that a
Long-term cause related partnership
which can benefit both

Your Company

&

Blue Water Area Rescue Mission.

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Cause Related Marketing

“The possible benefits of cause marketing for nonprofit organizations include an increased ability to promote the nonprofit organization's cause via the greater financial resources of a business, and an increased ability to reach possible supporters through a company's customer base. The possible benefits of cause marketing for business include positive public relations improved customer relations, additional marketing opportunities, and making more money.

“Any marketer who’s not a novice can recall when terms like “cause related marketing” and “**corporate social responsibility**” were exotic novelties. But now it’s a given that consumers believe companies have obligations beyond making money for their and prosper if it doesn’t stand for something more than its bottom line.” **

*From Wikipedia ** From CMO.com

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BWARM Leadership

- ✓ Emergency overnight lodging with dinner & breakfast for men, 365 days/year.
- ✓ Free long-term resident addiction recovery program.
- ✓ Free housing assistance.
- ✓ Non-profit SSI Payee Services Program
- ✓ Free GED training to all Program Students.
- ✓ Free Clothing & Furniture Ministry to all those receiving housing.
- ✓ Low staff & high volunteer involvement.

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Partnership Opportunities

For Your Company

- Potential 1st Company within your industry to establish a cause related partnership = competitive advantage within industry.
- Partnership with a model, free, life transforming non-profit = new or enhanced Corporate Social Responsibility webpage & campaign.
- Partnership use by all Company office locations & buyers/vendors.
- Increase Company employee morale due to relationship.
- Priority Company employee receipt of BWARM services.
- Company volunteer opportunities at BWARM.
- Company public relations opportunities. Examples: videos, truck signage, Company-BWARM website links, public speaking opportunities at BWARM events like Graduations.

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Partnership Opportunities

For Blue Water Area Rescue Mission

- Partnering/link with your Company's brand.
- Income through long-term partnership agreement for increased funding to BWARM Programs.
- Potential BWARM Graduate job placement within Company.
- Partnership enhances grants & individual major gift cultivation via Company's financial support & brand association.

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Next Step

Meeting at your Company or
BWARM to move towards a long-
term exclusive cause related
marketing mutually beneficial partnership.

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