

# Become a 2020 Pollen Sponsor

**Join a group of dedicated and values-forward organizations that are underwriting Pollen's mission to foster empathy, encourage connections across difference, and inspire meaningful action through narrative storytelling.**

**What that means for you:** With just one annual sponsorship, your brand will get massive reach with an audience of socially-engaged leaders over and over and over throughout the entire year.

**Your name, logo, and brand will be pushed to the entire Pollen audience across all our programs:** every event we host, every story we publish, every newsletter we send. We'll scream from the rooftop the organizations that support our mission and programs.

**\$10,000  
PRESENTING  
SPONSOR**

**\$5,000  
SUPPORTING  
SPONSOR**

**\$2,500  
COMMUNITY  
SPONSOR**



## Our Network

**We are leaders who care deeply about equity, empathy, and our shared humanity.**

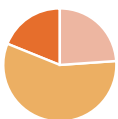
Leaders who identify as Black, Indigenous, People of Color, women, trans and gender nonconforming. We are cross-sector influencers, civic leaders, decision-makers, creatives, and changemakers.

We seek to understand the thorniest of issues—human rights, racial justice, economic liberation, art activism, and systemic inequities, just to name a few—particularly from perspectives different than their own.

**“Pollen continues to be innovative and courageous in their initiative to lead in addressing critical and relevant social issues.”**

**Sarah Clyne**  
Executive Director

Northside Funders Collaborative



### Age

27% 18-27 64% 28-47 21% 48+



### Gender Identity

70% women/femme/non-binary  
30% men



### Leadership Level

68% Manager/Director/Executive

## Our Reach

173K+ **yearly website visits**  
26K **monthly page views**  
7,500 **newsletter subscribers**

2,000 **event attendees**  
33,000+ **social media followers**  
2M+ **social media impressions**





## Benefits

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Benefits	\$10,000 PRESENTING SPONSOR	\$5,000 SUPPORTING SPONSOR	\$2,500 COMMUNITY SPONSOR
Your logo included in all of Pollen's newsletters, sent to over 7,500 subscribers	●	●	●
Your logo included in 2020 Pollen featured editorial	●	3	
Your logo prominently featured on Pollen's website	●	●	●
Social media campaign (across all platforms) promoting your brand and support of Pollen	2 posts/month	1 post/month	
Logo included in all 2020 Pollen event materials	Logo	Logo	Organization link and name only
Stage recognition at all 2020 Pollen events	●	●	●
Social media recognition as sponsor of all 2020 Pollen events	5 mentions/event	3 mentions/event	1 mention/event
Complimentary tickets to all 2020 Pollen events	10/event	8/event	4/event
Scholarship tickets made available for all 2020 Pollen events	20/event	15/event	10/event
Co-host and invite your network to one Rise & Hive event	●	●	