

# Become a 2021 Pollen Sponsor

Join a group of dedicated and values-forward organizations that are underwriting Pollen's mission to advance social justice movements through narrative change that fosters empathy, encourages connections across different, and inspires meaningful action.

**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**



## The Pollen Network

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

Leaders who identify as **Black, Indigenous, People of Color, femme, queer, transgender, and nonbinary.**

We are cross-sector influencers, civic leaders, decision-makers, creatives, and justice-seekers who seek to understand the thorniest of issues—human rights, racial justice, economic liberation, art activism, and systemic inequities, just to name a few.

**“Pollen provides space for meaningful engagement and conversations that I do not get in my work environment. It has allowed for connections that I would normally not make and always sparks reflection, validation, and further reading and discussion.”**



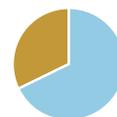
### Age

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

104K+ **yearly website visits**  
26K **monthly page views**  
8,000 **newsletter subscribers**

4,200 **event attendees**  
37,500+ **social media followers**  
2.4M+ **social media impressions**





# Benefits

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Benefits	\$10,000 PRESENTING SPONSOR	\$5,000 SUPPORTING SPONSOR	\$2,500 COMMUNITY SPONSOR
Logo inclusion: bi-monthly newsletter	●	●	●
Logo inclusion: editorial features	All	3	
Logo inclusion: promotional materials for all events	●	●	Organization link and name only
Logo inclusion: Partner page	●	●	●
Logo inclusion: Opportunities page	●	●	●
Shape agenda, contribute content, recommend speakers for all events	●		
Verbal recognition at all events	●	●	●
Social media recognition as event sponsor	5 mentions/event	3 mentions/event	1 mention/event
Complimentary tickets	10/event	8/event	4/event
Scholarship tickets	20/event	15/event	10/event
Co-host and invite your network to one Rise & Hive event	●	●	
Social media campaign (across all platforms)	2 posts/month	1 post/month	