

Want to know the BePartnerReady.com® program elements?

11 May 2021



© BePartnerReady.com Pty Ltd, April 2021

1

What we promised you



© BePartnerReady.com Pty Ltd, March 2021

2



3



4

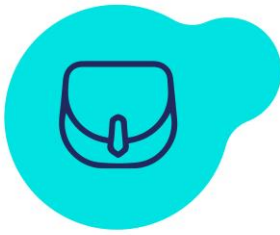


5



6

The Four Purses



1. Human Resources Purse



2. Philanthropic Purse



3. CSR (Corporate Social Responsibility) Purse



4. Marketing Purse
Brand-aligned partnerships
Sponsorships
Cause Related Marketing

© BePartnerReady.com Pty Ltd, March 2021

7

Are you Corporate Partner ready?



3. There's two levels of readiness

8

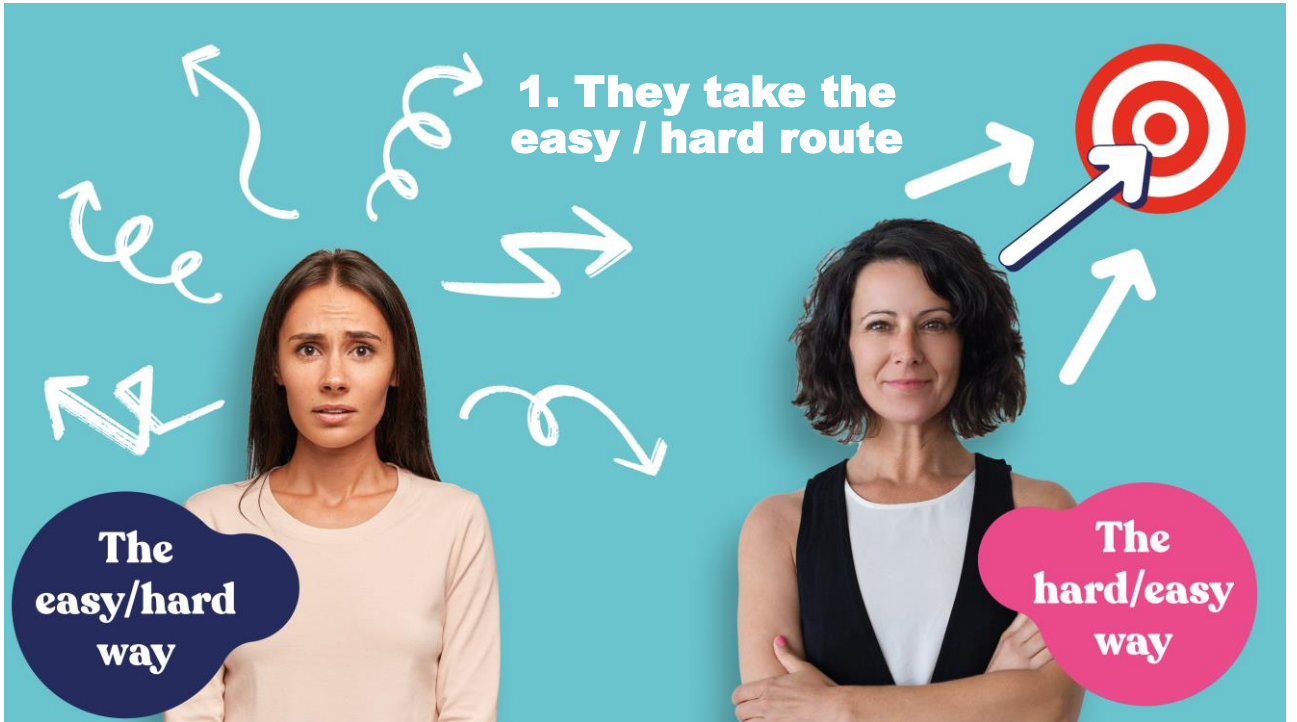


“Opportunity dances with those already on the dance floor”

Key readiness factors for success

© BePartner/Ready.com Pty Ltd, April 2021

9

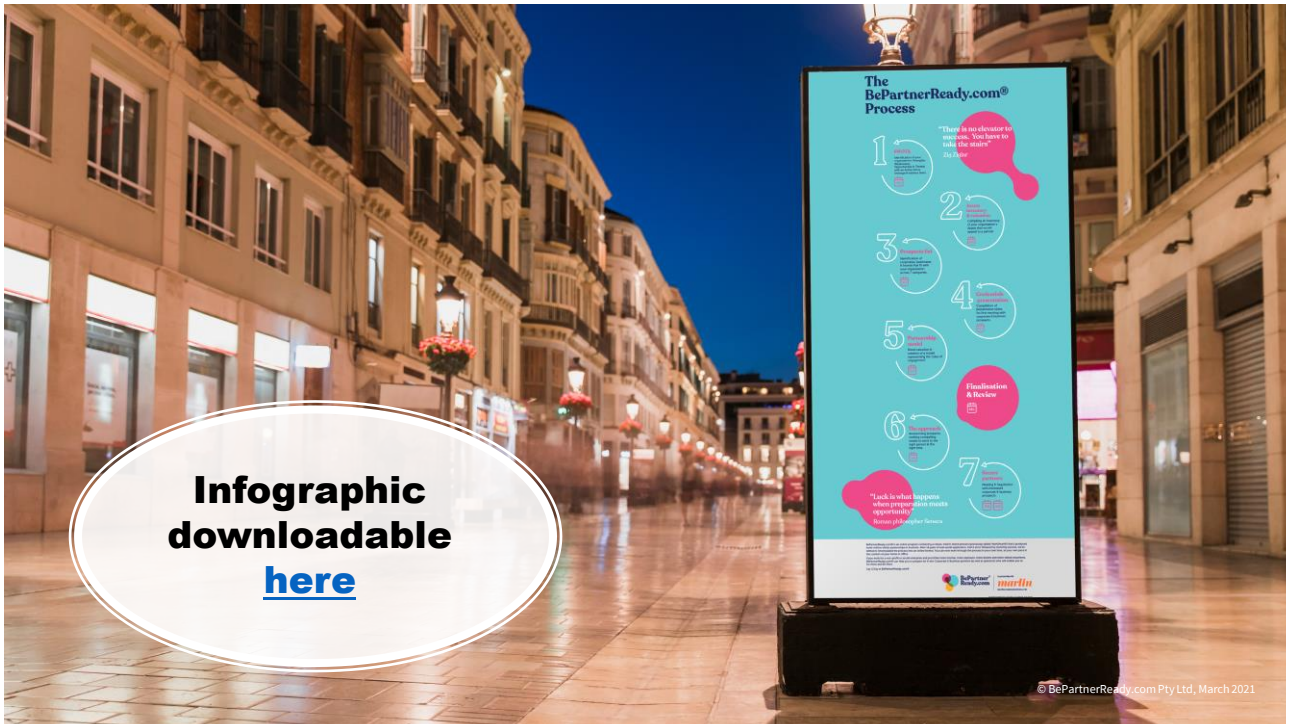


1. They take the easy / hard route

The easy/hard way

The hard/easy way

10



11

The BePartnerReady.com® Process

Getting started
Set your Corporate Partnerships Intention

MAY

© BePartnerReady.com Pty Ltd, April 2021

12

1

SWOTA

Identify your organisational Strengths, Weaknesses, Opportunities & Threats, create Action list to leverage & address them.



© BePartnerReady.com Pty Ltd, April 2021

13

2

Assets inventory & valuation

Compile an inventory of your organisations' Assets that would appeal to a partner, using our unique Ph formula, place a \$ value on each.



© BePartnerReady.com Pty Ltd, April 2021

14

BePartnerReady.com®
Includes:

**The Ph Formula –
world first DIY Asset
valuation**



© BePartnerReady.com Pty Ltd, April 2021

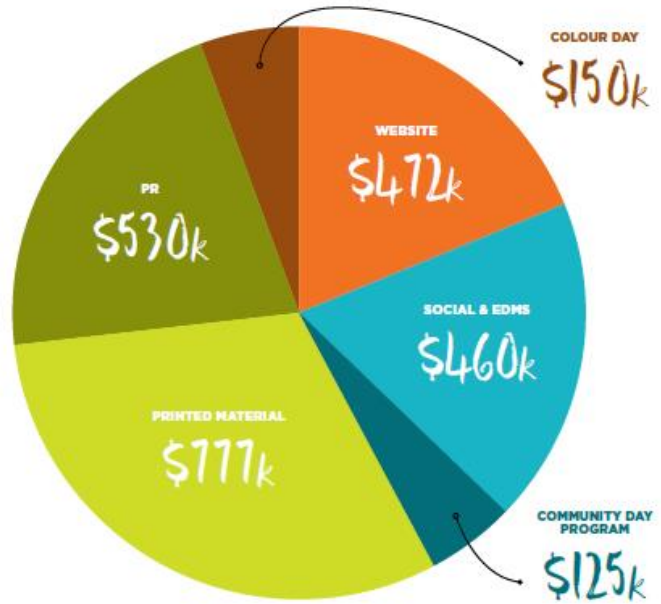
15



© BePartnerReady.com Pty Ltd, April 2021

16

VALUE OF BRANDABLE ASSETS \$2.5M



© BePartnerReady.com Pty Ltd/Cavill + Co, June 2020

© BePartnerReady.com Pty Ltd, April 2021

17

18

3

Prospects list

Identify of corporates, businesses & brands that fit with your organisation across 7 categories
Suspect List > Prospect List > Hot List.



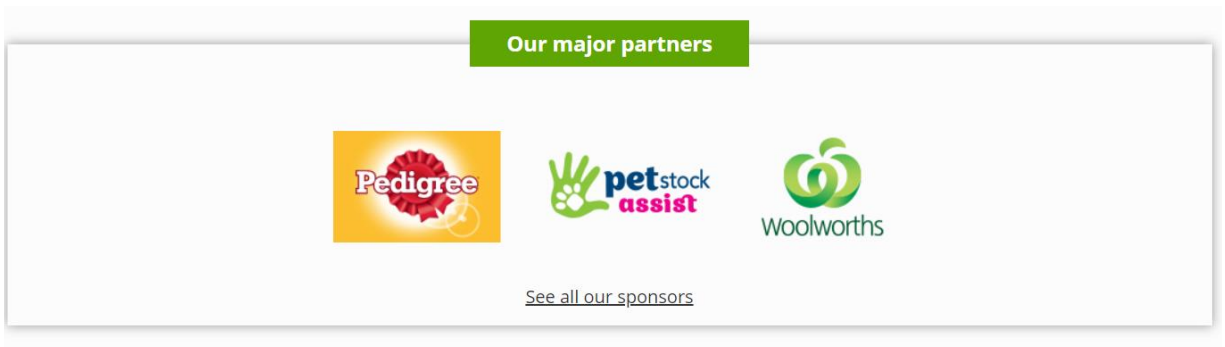
© BePartnerReady.com Pty Ltd, April 2021

19



20

Don't have much to 'sponsor'



© BePartnerReady.com Pty Ltd, April 2021

21



22

4

Credentials presentation

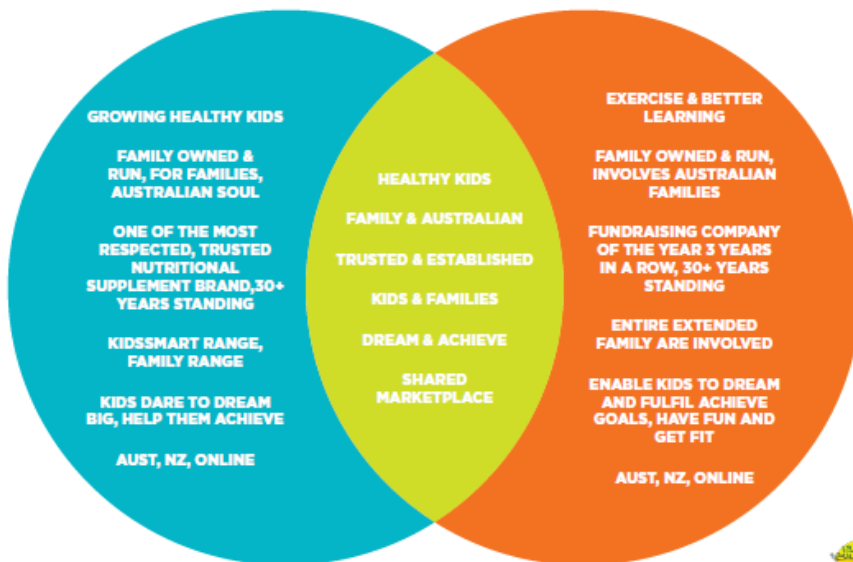
Compile compelling slide-deck for first meeting with corporate & business prospects.

SEPT

© BePartnerReady.com Pty Ltd, April 2021

23

WHY WE'RE A GOOD FIT



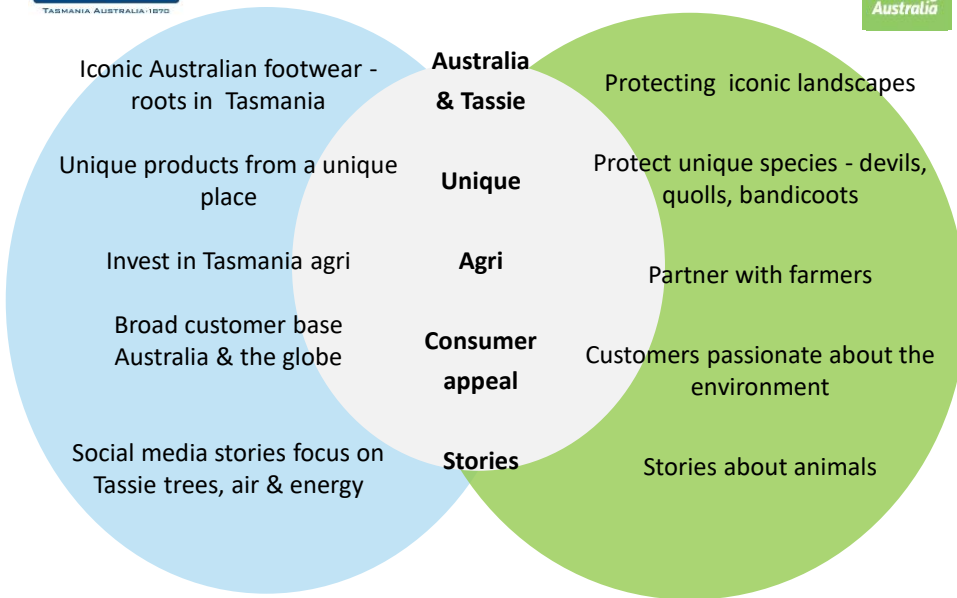
© BePartnerReady.com Pty Ltd, April 2021



24



WE ARE A GOOD FIT



© BePartnerReady.com Pty Ltd, April 2021

25

5 Partnership model

Place a \$ value on your brand, using our unique system, create your Corporate Partnerships Model and Rules of Engagement

OCT

© BePartnerReady.com Pty Ltd, April 2021

26

Finalisation & Review Management & Board approval



© BePartnerReady.com Pty Ltd, April 2021

27

Rest & Refresh



© BePartnerReady.com Pty Ltd, April 2021

28



The approach

Research prospects,
craft compelling emails
to send to the right
person at the right time.



© BePartnerReady.com Pty Ltd, April 2021

29



Fall in love with ~~tequila~~ sunrises.

Together with Hello Sunday Morning,
we're helping you reclaim the best part
of every weekend – Sunday mornings.

vhainternal.com.au

HELLOSUNDAYMORNING

Vodafone Foundation

SAMSUNG

© BePartnerReady.com Pty Ltd, April 2021

30

7

Secure partners

Meet & negotiate with interested corporate & business prospects.

FEB/MAR

© BePartnerReady.com Pty Ltd, April 2021

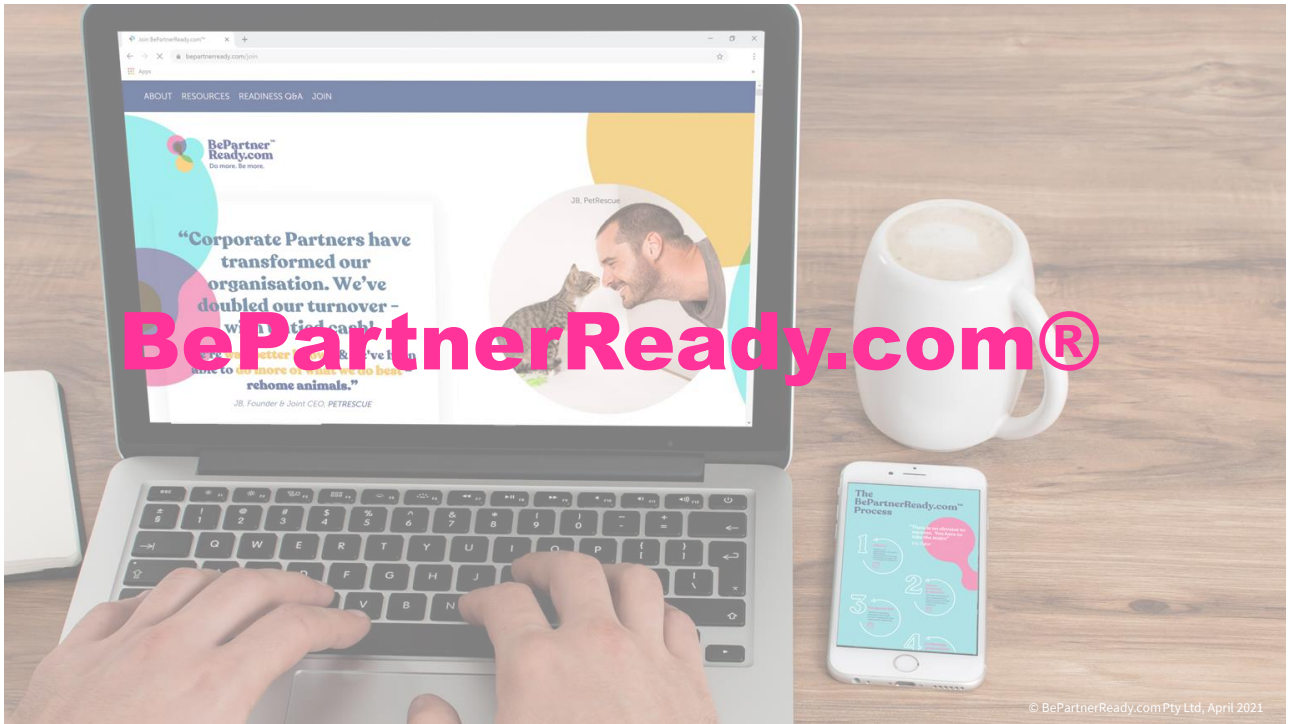
31

“Luck is what happens when preparation meets opportunity”

Roman philosopher Seneca

© BePartnerReady.com Pty Ltd, April 2021

32



© BePartnerReady.com Pty Ltd, April 2021

33



“One of the best professional development courses ever, I’ve used it over & over”

**Sophie Davidson,
WWF Australia**



“It enabled me to value our brand and aspire to signing larger multi-level partnerships not just transactional. It gave me courage & confidence at the pitch & we’ve won new brand aligned partners as a result”

**Zoe Nelson-Carey,
Head of Partnerships
Habitat for Humanity**




© BePartnerReady.com Pty Ltd, March 2021

34

“Do yourself a favour and check out this excellent corporate partnerships training. I did it 6 years ago and it helped me win a competitive pitch to Vodafone – who are still with us today”



Jamie Moore, GM, Hello Sunday Morning




“We’re transformed thanks to the BePartnerReady.com”

JB, Founder, PetRescue



© BePartnerReady.com Pty Ltd, April 2021

35



© BePartnerReady.com Pty Ltd, April 2021

36



© BePartnerReady.com Pty Ltd, April 2021

37



© BePartnerReady.com Pty Ltd, March 2021

38



39



Questions from guests

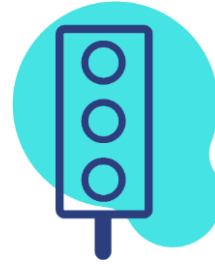
40

“The sixty-four thousand dollar question...”





Do the Q&A before Friday

BePartnerReady.com/Readinessq&a




© BePartnerReady.com Pty Ltd, April 2021

41





“Waddya mean it closes on Monday?!”



“This practical program gave me the skills to secure a \$200k partner”

Lynda Inglis, formerly Guide Dogs Victoria

© BePartnerReady.com Pty Ltd, March 2021

42



43



44

**Send me a
message
via LinkedIn**



Be

Transformed



45

**Connect
with us**

Be

Connected

- E gday@bepartnerready.com
- W BePartnerReady.com
- F bepartnerready/
- I bepartnerready
- LI bepartnerready-com or Hailey-cavill-jaspers



© BePartnerReady.com Pty Ltd, April 2021

46