



# ASSETS

# 2024-2025 PARTNERSHIP OPPORTUNITIES

**ASSETS** is a 501(c)(3) and a community development financial institution (CDFI) that is transforming communities through entrepreneurship. We provide programming and services to Women and Black, Indigenous, and People of Color (BIPOC) entrepreneurs in a safe and welcoming space to learn, collaborate, and grow together. As a CDFI, our primary function is to provide equitable access to capital by expanding economic opportunity for underserved people. Historically, women and BIPOC entrepreneurs have faced barriers to accessing social and financial capital. At ASSETS we work to level the playing field by providing educational opportunities and innovative solutions.

## ENTREPRENEUR TRAINING

### *Inclusive Programming*

We provide a collaborative learning environment as well as the tools and resources needed to help entrepreneurs to strengthen their network and build a sustainable business model with our Idea Incubators, Business Boot Camps, and Seminars.



### SPONSORSHIP Levels

#### **\$10K** ADVOCATE

- Invitation to the Idea Incubator "Pitch & Brew" "Feedback Panel"
- Logo on the program's page and printed/digital materials
- Recognition in Annual Report

#### **\$5K** ALLY

- Logo on the program's page and on printed/digital materials
- Recognition in Annual Report

#### **\$2.5K** AMBASSADOR

- Logo on the program's page
- Recognition in Annual Report

## COMMUNITY LENDING

### *Equitable Access to Capital*

As a CDFI, we provide entrepreneurs equitable access to capital through innovative loan products (Small Business Loan, Impact Loan, ROC Loan).



### SPONSORSHIP Levels

#### **\$10K** ADVOCATE

- Printed materials included in loan packet
- Logo on the program's page and on printed/digital materials
- Recognition in Annual Report

#### **\$5K** ALLY

- Logo on the program's page and on printed/digital materials
- Recognition in Annual Report

#### **\$2.5K** AMBASSADOR

- Logo on the program's page
- Recognition in Annual Report

# BUILT BY US PODCAST

## *Illuminating Entrepreneur Stories*

The Built By Us Podcast shines a spotlight on the stories of the inspiring entrepreneurs of Lancaster County.



## SPONSORSHIP Levels

### \$10K ADVOCATE

- Invitation to the Idea Incubator "Pitch & Brew" "Feedback Panel"
- Ad placement in the beginning of the podcast
- Recognition in Annual Report

### \$5K ALLY

- Ad placement in the middle of the podcast
- Recognition in Annual Report

### \$2.5K AMBASSADOR

- Ad placement at the end of the podcast
- Recognition in Annual Report

## THE GREAT SOCIAL ENTERPRISE *Pitch*

In addition to the regular training and programming that we offer, we host and participate in a few signature events to celebrate and spotlight entrepreneurs and their impact in Lancaster County, including The Pitch.

## SPONSORSHIP Levels

### \$25K ANCHOR

- Logo on each participant's Pitch slide deck
- Specific mention during The Pitch opening and closing statements
- Logo on The Pitch webpage and printed/digital promo materials
- 3 Tickets

### \$10K ADVOCATE

- Specific mention during The Pitch opening and closing statements
- Logo on the Pitch webpage and printed/digital promo materials
- 2 Tickets

### \$5K ALLY

- Logo on The Pitch webpage and printed/digital promo materials
- 1 Ticket

### \$2.5K AMBASSADOR

- Logo on The Pitch webpage and printed promo materials
- 1 Ticket

*\*Please note that the various sponsor levels we offer are subject to change.  
Any changes made will be communicated to our sponsors in a timely and transparent manner.*

## HAVE QUESTIONS? PLEASE CONTACT:

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