



COLLABORATING WITH CORPORATE AND INSTITUTIONAL SPONSORS

Aligning Your Small Business Focus
With the SCORE Community



"Our commitment to the SCORE Foundation is a great example of how we work with small businesses at each stage of business ownership with not only financing but hands-on guidance and support,"

— **Scott Stearsman**, Head of Small Business | Truist Corporation

The SCORE Foundation exclusively supports the free SCORE mentoring and education programs that help small businesses launch, grow and prosper across the country. Through corporate sponsorship dollars, special training and business resources can be created for current founders and aspiring entrepreneurs. While aligning SCORE's role with sponsors' objectives in the small business sector, we can drive new startups, support job creation and contribute to economically thriving and vibrant communities - while at the same time delivering business success to sponsors.

SCORE Small Business Community:

349K

small business social
media followers

2M

small business founders in
active universe of subscribers

5.2M

small business visitors to
SCORE website

439K

national and local
workshop attendees



"Supporting Main Street businesses constitutes a significant part of our bank's focus and provides a perfect fit with the mission of the SCORE Foundation,"

– **James Capolongo**, Head of Deposits at Live Oak Bank

Aligning Mission and Focus on Small Business Success

Selected Foundation sponsor packages reflect universal marketing, sales and DEI objectives for corporate leaders and ensure your business strategies are met while accomplishing our mission.

Sponsorship Programs Can Include:



National weekly webinars



Local workshops and training classes



Business content and tools



National small business market surveys



On-demand courses

THOUGHT LEADERSHIP Package

Leverages a sponsor's subject matter business expertise or focus on diverse entrepreneur communities, such as women or minority founders, to underwrite specific programs, training, or information to help them overcome their unique challenges.

BRAND AND PRODUCT ALIGNMENT Package

Enables sponsor companies with specific products or services geared to small business owners to underwrite new or existing business content, on-demand courses or small business research.

SMALL BUSINESS CONNECTION Package

Connects interested founders to a sponsor to learn more about tools and other resources to manage their company effectively which participating in educational trainings and programs in specific areas from accounting to cybersecurity to video marketing.

“We are pleased to be able to educate small business owners on how to keep their digital information secure and the necessary steps to prevent cyber threats through our SCORE Foundation Sponsorship,”

– **Mitchell Chang**, VP Corporate Social Responsibility and Education, Trend Micro



Through programs
and mentoring in 2022,
SCORE helped create:

82,117
new jobs

30,453
new businesses

Supporting Communities of Diverse Entrepreneurship

SCORE provides unique business content, training and resources to six diverse communities of underserved entrepreneurs: Women, Black, Hispanic, Asian, Veteran and Rural entrepreneurs. Sponsor packages for each community enable us to expand SCORE's outreach and engagement to those founders as well as underwrite the creation of specific tools, resources, eGuides, videos, webinars and on-demand courses that offer sound business guidance.

Increasing Small Business Success Through Mentor-Matching Sponsorships

The SCORE mentor network features 10,000 volunteer business experts who provide free advice and coaching to founders through all stages of their small business journey. This sponsorship enables institutions to directly refer customers, prospects, suppliers, partners and other constituents directly to SCORE to be matched with a mentor and receive regular progress updates.



"Connecting former NFL players to a SCORE expert and mentor who can guide them along that path from vision to reality can mean the difference between setbacks or business success,"

— **Kelly Mehrtens**, Executive Director of The Trust, Powered by the NFL Players Association

Selected Corporate Sponsors



For More Information on Corporate Sponsorship:

www.SCOREfoundation.org

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