



EMPOWERING NON-PROFITS THROUGH SPONSORED MARKETING SOLUTIONS

The Inventory Group

The Need

The Inventory Group is committed to empowering non-profit organizations (NPOs) by providing impactful marketing services that help them amplify their voices, engage their audience, and secure much-needed funding. We recognize that many NPOs face challenges in building brand awareness and reaching potential donors due to limited resources. To bridge this gap, we are introducing a sponsorship initiative that invites funders to partner with us to support NPOs in achieving their goals.

Non-profits play a vital role in addressing societal challenges, but their impact is often hindered by inadequate visibility and outreach. However, limited budgets often prevent NPOs from accessing professional marketing services, leaving them unable to reach their full potential.

EFFECTIVE MARKETING IS CRITICAL TO:

Building
awareness for
their mission.



Increasing
fundraising
success.

Engaging potential
donors and
stakeholders.

By sponsoring an NPO, your organization will:



Strengthen your CSR efforts

Demonstrate your commitment to supporting meaningful causes and community upliftment.



Ampify your impact

Enable NPOs to achieve their goals by increasing their reach and effectiveness.



Gain visibility

Your sponsorship will be acknowledged in campaigns, with co-branding opportunities and recognition in reports and events.



Tax advantages

Your sponsorship qualifies as a tax-deductible donation under South African law, reducing your taxable income.



Enhance your BEE status

Contributions to qualifying NPOs can count toward your socio-economic development (SED) score on the BEE scorecard, improving your compliance and public image.

Accountability & Transparency

At The Inventory Group, we value the trust and commitment of our sponsors and prioritize maintaining transparency in all our partnerships. To ensure that sponsors are actively engaged and informed about the impact of their contributions, we have established a comprehensive accountability framework.

Sponsors will receive detailed monthly reports outlining the progress and outcomes of the marketing efforts undertaken for their sponsored NPOs. These reports will include:

1. Campaign Performance Metrics:

- Audience reach and engagement (e.g., impressions, clicks, likes, and shares).
- Donor interactions and fundraising outcomes directly attributable to the campaigns.

2. Content Updates:

- A showcase of social media posts, PR coverage, and other materials created and distributed during the month.

3. Impact Highlights:

- Stories of how the marketing campaigns have furthered the NPO's mission and increased their visibility.

As well as any other work done for the organization.

Pricing

Service	Cost
Digital Strategy	R4000
Content Creation	R4000
Reporting	R4000
Total	R12000 p/m

*Companies have the option to sponsor monthly (R12 000p/m) or yearly (R140 000p/a).
Companies may also sponsor more than the requested amount.*

Our services included with internal and external communication and website design are designed to work in synergy, ensuring seamless integration and maximum impact. As such, no individual component can be removed.

Partner with The Inventory Group to empower NPOs to achieve their mission. By sponsoring a marketing campaign, you enable meaningful change while positioning your organization as a leader in social responsibility.

We look forward to discussing how we can collaborate to make a difference.

Connect with Us Today



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