

Brooklyn Org Small Business Partnership Program

EMPOWERING LOCAL BUSINESSES, STRENGTHENING OUR COMMUNITY

Brooklyn Org collaborates with small businesses that share our love for Brooklyn to generate more support for our communities and dedicated local nonprofits.

Together, we can show what happens when Brooklyn Backs Brooklyn.

WHY PARTNER WITH BROOKLYN ORG?

Brooklyn Org is a platform and partner for local giving, building a movement of champions for Brooklyn. By partnering with us, your business can:

- Build strong connections to Brooklynites who care about our communities and invest in our neighborhoods.
- Gain exposure to thousands of engaged supporters through events, campaigns, and marketing platforms.
- Make a tangible difference in the lives of Brooklyn residents.

BENEFITS FOR SMALL BUSINESS PARTNERS

Our partners program benefits maximize visibility, engagement, and impact:

- **Feature at brooklyn.org + BKO Newsletter**

Highlight your business and community contributions in a dedicated feature reaching 16K newsletter subscribers and 250,000 annual website visitors.

- **Social Media Exposure**

Leverage Brooklyn Org's social media platforms with curated posts that amplify your brand to a wide audience of 4K followers.

- **Storefront Signage**

As a participating business, you'll receive a "Proud to Be Part of Brooklyn Org" window sign.

- **Recognition in Holiday Brooklyn Gives Campaign**

Be featured in our annual Brooklyn Gives campaign, promoting local giving during the holiday season, including having a prize named in your honor.

HOW WE CAN PARTNER

We're excited about the potential to collaborate! Here are some examples of how we can work together:

- **Percentage of Proceeds or Donation at Checkout**
Donate a percentage of sales (e.g., 5%) during a specific campaign window, or implement point-of-sale donations, enabling customers to contribute directly at checkout.
- **Special Event Partnership**
Collaborate on special events where your business can engage with the community, while Brooklyn Org promotes the event to drive traffic and awareness.
- **Product Collaboration**
Create exclusive products or offers that highlight both your business and Brooklyn Org's mission. You will have the opportunity to sell your products at the Brooklyn Made stores and at brooklyn.org/shop, further expanding your reach and visibility.

ADDITIONAL PARTNERSHIP OPPORTUNITIES

We encourage innovative collaborations to strengthen our impact:

- **Exclusive Discounts for Supporters:** Offer special promotions to Brooklyn Org members, boosting sales while strengthening community ties.
- **Custom Campaigns:** Partner on tailored marketing or advocacy initiatives aligning with shared values.
- **Small Business Resource Sharing:** Refocus on connecting small businesses to our nonprofit community.
- **Community Volunteer Days:** Join Brooklyn Org-organized volunteering events, fostering team building and community engagement.
- **Joint Marketing Initiatives:** Develop co-branded campaigns to maximize exposure for both your business and Brooklyn Org.

JOIN US TODAY!

Partnering with Brooklyn Org isn't just a business decision—it's a meaningful commitment to building a fairer and more equitable Brooklyn. Together, we can drive impactful change while uplifting small businesses and creating a stronger community. Let's create lasting change together!

For more information, contact Ramlah Boadi, Marketing Manager, at Rboadi@brooklyn.org or 718-480-7500.