

Save The City Tour

Portland • Seattle • San Francisco



A person in a dark suit and light blue shirt is holding a blue folder. The background is a blurred cityscape under a blue sky with clouds. A dark blue rectangular box is overlaid on the lower half of the image, containing white text.

We are on a quest to build communities of engaged citizens, businesses, and nonprofits

Our Goals:

- Bring together every nonprofit in the city to showcase their projects and the funding resources they need.
- Empower everyday citizens and business owners to become philanthropists and support causes they care about.
- Drastically increase the population of actively engaged donors and nonprofit supporters in each City.
- Get more nonprofit projects funded and launched to make the city a better place!

In our world, everyone is a Philanthropist

- WHO:** Tastemakers, Philanthropists, Local Businesses, Superheros, and the Media
- WHAT:** ImpactFlow will debut a new platform enabling a new class of philanthropists to discover and support nonprofits in their community.
- WHEN:** September 30, 2014 - Portland
October 28, 2014 - Seattle
December 2, 2014 - San Francisco
- WHERE:** Eco-Trust - Portland
WithinSodo - Seattle
Firehouse 8 - San Francisco
- REVEAL:** ImpactFlow's marketplace technology will calculate all the needs of the target city, then this will be formulated into a dollar amount and revealed in each city.

There are a growing number of individuals and businesses who believe in philanthropy.

ImpactFlow is launching the **Save the City Tour** to showcase a new technology that provides anyone who feels stuck on the sidelines a unique way to confidently get involved in philanthropy. This event will give your brand the opportunity to interact with a new class of donors and boost overall brand loyalty.

This new class of donors will have interactive experiences with your brand through:

- Branded Photo Booth opportunities**

- Product placement**

- Innovative touch and try exhibits**

- Showcasing of your CSR/Community Development Programs**

- Giveaways**



of global consumers are likely to switch to a brand that supported a good cause, given a similar price and quality.

A 2013 study by Cone Communications and Echo Global

Businesses - We can't do it without you!

Sponsors of the **Save Your City Tour** will join companies who want to integrate their business with local communities. ImpactFlow delivers comprehensive benefit packages within the context of a win-win cause-related marketing partnership.

- Brand exposure from event media campaigns, including television, internet, social media, print, direct mail and special event promotions
- Use of event materials for custom brand advertising campaigns
- Key client entertainment and relationship management packages
- B2B networking opportunities with key influential business leaders
- Cause marketing with corporate social responsibility campaigns
- Pioneer cross-sector relationships that increases brand loyalty
- Packages to promote brand awareness and drive traffic to consumer outlets and product demonstrations



Nonprofits are our Superheroes!

Nonprofits in our community and around the world work tirelessly and often thanklessly to improve the world that we live in. They are the **silent superheroes** walking amongst us.

We want to change that. As part of our **Save the City Tour**, we are calling on all nonprofits to tell the community about the great work they are doing and what resources they need to get their job done.

We want more people and businesses to hear the nonprofit story and help them achieve success.

Our goal is to get all of the nonprofit projects into a single marketplace, so we can challenge the community to help meet the goals and directly support nonprofits in their work.

3 City Nonprofit Partner

Demo project on platform during event:

- Reach a target audience of new donors
- Showcase the great works of your organization
- Branding and promotion on ImpactFlow

Prominent brand logo positioning as follows:

- Logo on video loop displayed at event

1 City Nonprofit Partner

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ImpactFlow's group of **social entrepreneurs, designers, developers,** and **data experts** are all extremely passionate about efficiently matching resources to initiatives so everyone can focus on real, effective solutions to the world's problems.

Individual users and companies are given the ability to specify their social investment criteria, and then are matched to nonprofit projects that will meet the desired objectives and outcomes. Locally or around the world, each side of the philanthropic equation and its stakeholders can meet in a central place to simplify collaboration and join forces to accelerate change.

Our partners are saying:



Sonja Skvarla, CEO of Social Ignition, believes that ImpactFlow's methodology "speaks directly to the systems approach- that the biggest problems in our world need to be addressed from all angles if we are going to change our trajectory."



If you are interested in becoming a
sponsor, partner, or have a creative idea...

Please contact:
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