

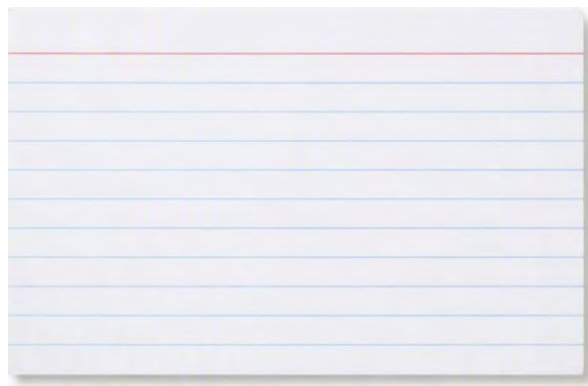
PBS **CONTRACTORS**
RESIDENTIAL ♦ COMMERCIAL

YOUR CONCIERGE BUILDER®

CGC021714

“Partnerships between Nonprofits and Businesses”

DON'T JUST ASK.
KNOW WHY YOU'RE
ASKING.



PICK UP YOUR CARD.

Write down the first thing you think of.



\$30M+

\$1.5M



Hi!

WHERE I COME FROM



**PBS was founded in
1986 by Russell Budd**





- ◆ For our TEAM
 - ◆ For our CLIENTS
 - ◆ For our COMMUNITY
-



**Don't just ask.
Why are you asking?**

THE #1 REASON

Raise Funds

Education

Networking

Community Gathering

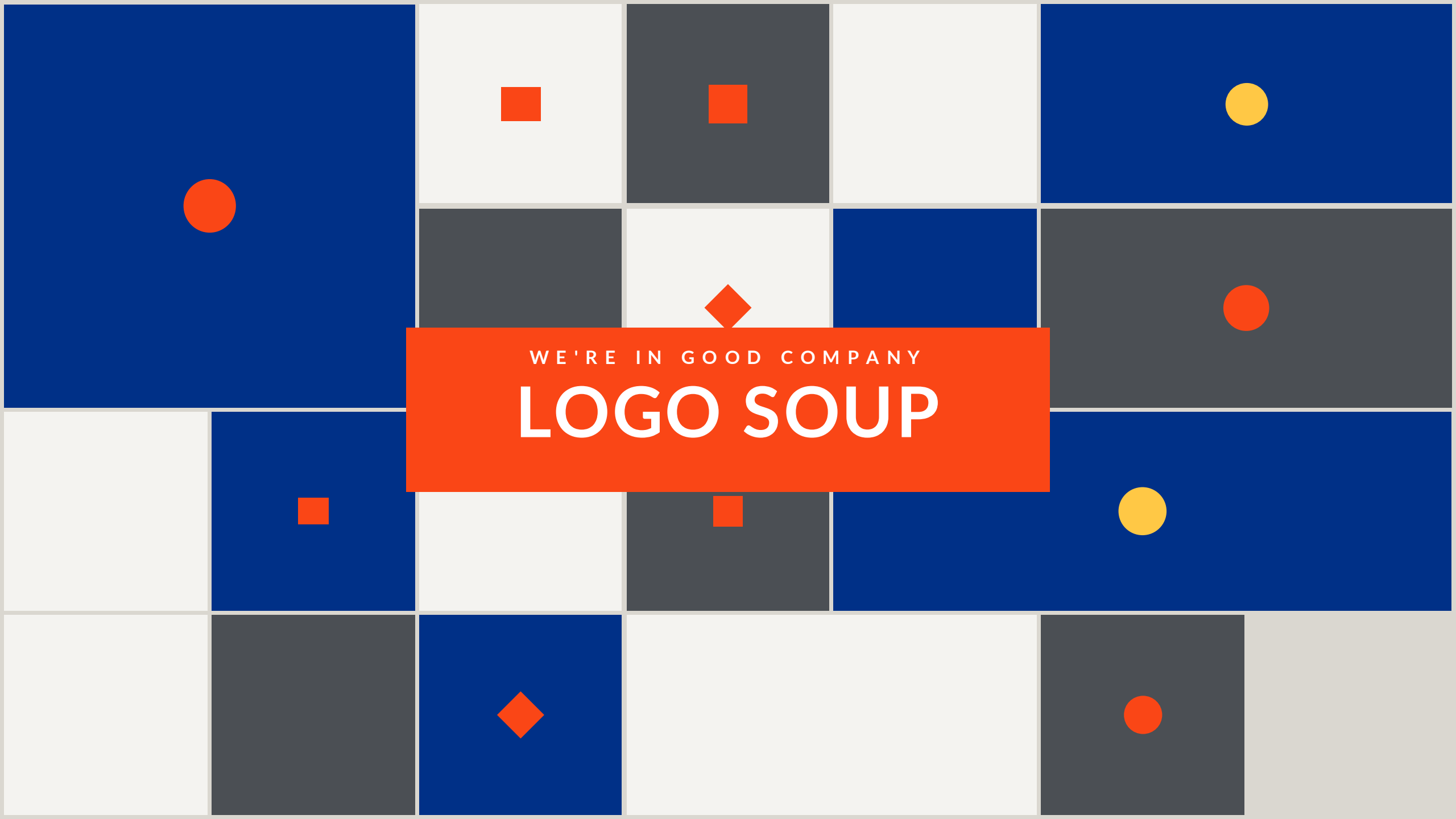
Donor Cultivation

Brand Exposure

New Audience Acquisition

Other

The flowers don't matter if you don't know why people are in the room.



WE'RE IN GOOD COMPANY

LOGO SOUP

Do I know you?

Do you know me?

Does it fit?

What is the Activation?

WHAT NOBODY TELLS YOU

INSIDE THE CORPORATE PARTNER'S BRAIN

Do I know you?

Cold-calling for a sponsorship starts you behind. If the first time I hear from you is when you need something, that tells me how this relationship will go.

Do you know ME?

Do you know when my budget cycle runs? Calling in July for an August event isn't a no to your cause. It's a no to your timing.

Does it fit my brand?

Is this the right audience? Can my team and I actually attend and be part of it? I won't sponsor something we won't show up for.

What's the activation?

Don't just offer a logo on a banner. What am I actually doing at this event, in a way people will feel and remember?

Show up before you ask.

The deepest partnerships don't belong to the best pitch deck. They belong to whoever was already in the room.

SO, WE MEAT AGAIN.





Community Involvement

We have provided support or services for:



GREATER
NAPLES
CHAMBER



Naples
Botanical
Garden



Collier County



HUMANE SOCIETY
— N A P L E S —



Collier County Public Schools



Junior
Achievement
of Southwest Florida



St.
Matthew's
House



FLORIDA
SOUTHWESTERN
STATE COLLEGE

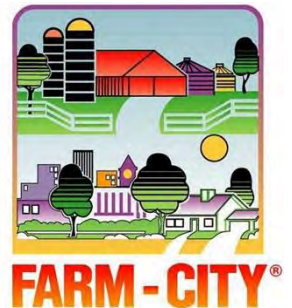


United Way of
Collier and the Keys

The Holocaust
Museum
& Education Center



COLLIER
COMMUNITY
FOUNDATION



The event is the beginning.

If the only time your partner hears from you is next year's check, you've already lost.



FLIP YOUR CARD.

Write one blue-sky idea on the back.

THREE TAKEAWAYS

01 KNOW YOUR WHY BEFORE YOU ASK

Your objectives define your plan. “Raise money” is not specific enough.

02 SHOW UP BEFORE YOU ASK

Build the relationship. Do the homework. Understand who your partners are, not just what they can give you.

03 THE EVENT IS THE BEGINNING, NOT THE END

Keep telling the story. Keep the relationship alive. That’s how sponsors become partners, and partners become family.

DON'T JUST ASK.
KNOW WHY YOU'RE
ASKING.

THANK YOU

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