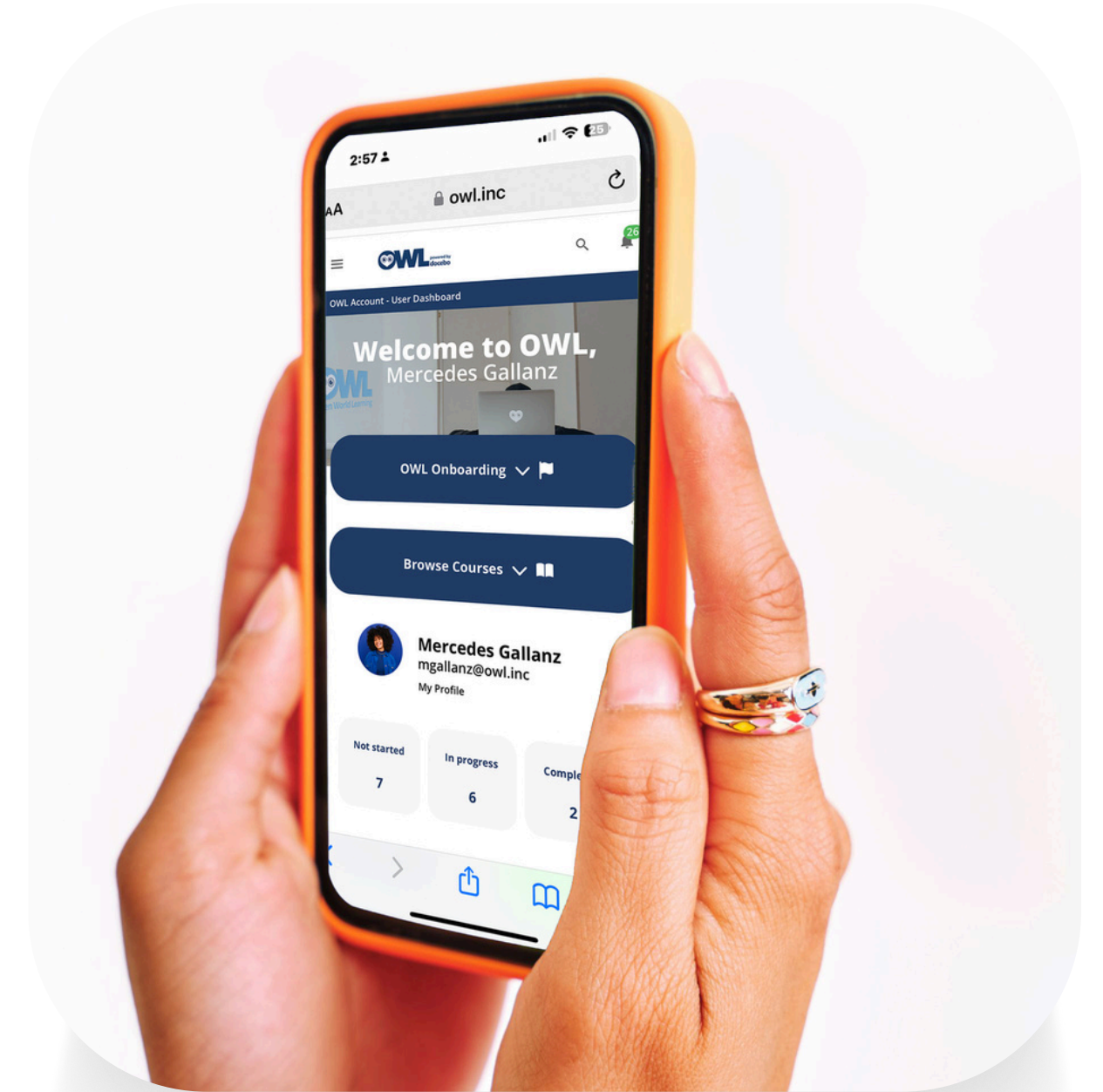
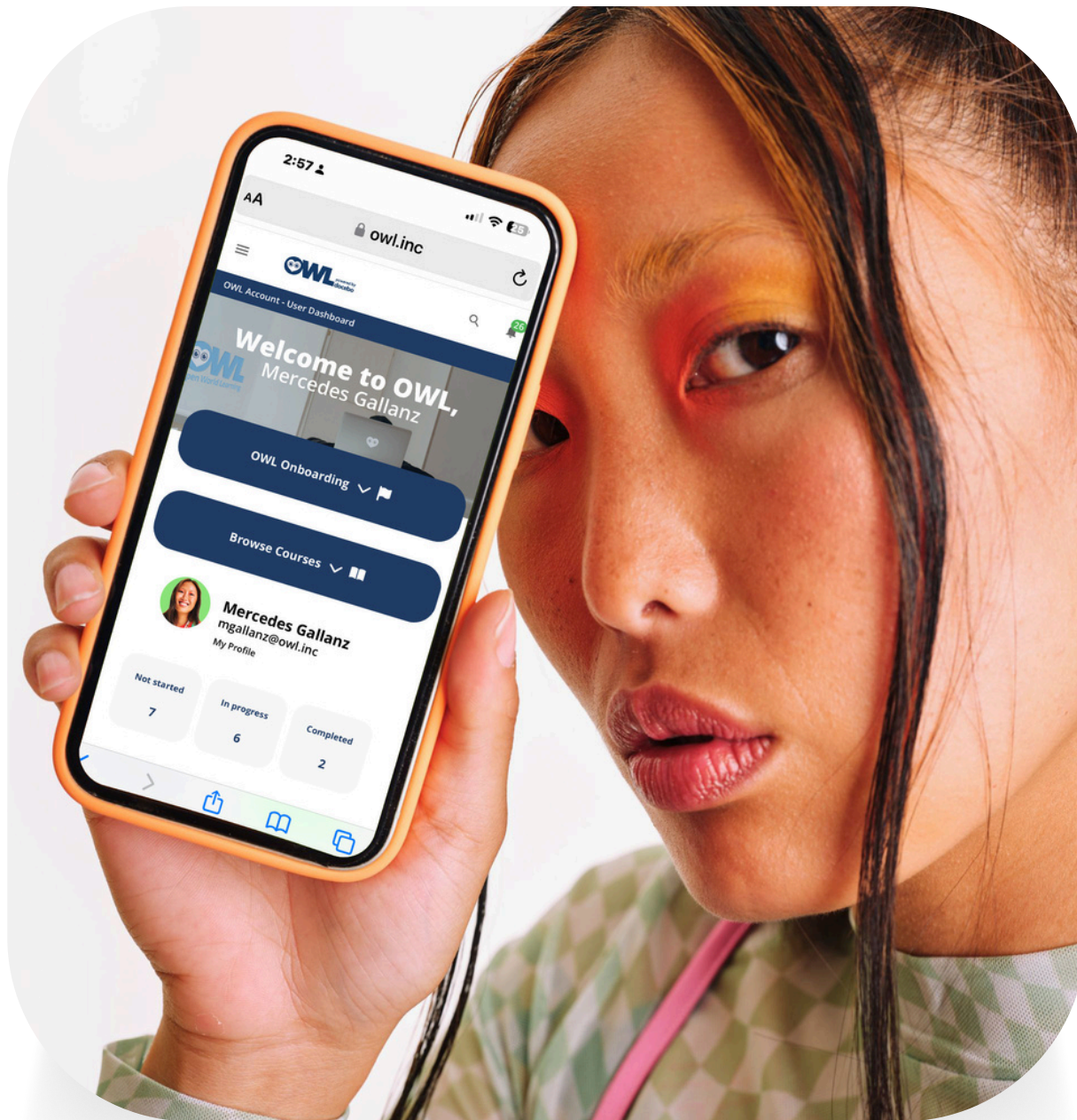


OWL - Open World Learning

Partner with OWL





Meet OWL

+ OWL (Open World Learning) is a **FREE eLearning platform** that:

- empowers charities & nonprofits
- offers free online courses, resources & community

OWL's MISSION: *To ensure all nonprofit teams can afford online training* ❤️



#online-training

#charity-resources

#nonprofit-community

1000 + 450+

Courses

Charities &
Nonprofits

15+

Partners

5500+

Users



...and we're just getting started!



Why Partner with OWL?



Social Impact



Join an **effective CSR program** that empowers charities & nonprofits with free online training.

Targeted Visibility



Benefit from **broad exposure** to our audience of nonprofit professionals, educators & CSR leaders.

Long-Term Value



Get recognized as a **champion of education** and make a lasting impact in the charitable sector.





How you can Partner with **OWL**

1. COURSE DONATION & CO-CREATION

2. BLOG / NEWSLETTER FEATURE

3. PODCAST / WEBINAR

4. JOINT SOCIAL MEDIA CAMPAIGNS

5. OWL PLATFORM OPPORTUNITIES

6. OWL SHARING / SSO INTEGRATION

1. Course Donation / Co-Creation

Promote your brand & expertise by supplying online content

- Donate your company's existing eLearning courses to the OWL platform
- Co-create eLearning courses with OWL by providing content (slides, video, PDF, etc)



Benefits



- ✓ Your logo featured in the course content
- ✓ Your logo featured on our website at join.owl.inc
- ✓ Your brand & courses recognized in a blog post
- ✓ Your brand & courses promoted on social

2. Blog / Newsletter Feature

We provide images & copy!



Write/co-author on your company blog or newsletter (link to join.owl.inc)



Benefits



- ✓ Cross-promotion in OWL newsletter & social channels
- ✓ Links directing traffic to your website



3. Podcast/ Webinar

Promote our collaboration
to your listening audience



On your podcast/webinar, we'll share how your brand is transforming nonprofit teams with free online learning.



Benefits



Episode promotion on all OWL channels:

- ✓ platform
- ✓ newsletter
- ✓ social media

4. Social Media Campaigns



Leverage OWL's social channels for joint promotion

Run a joint social media campaign that creatively promotes OWL + your product/services.

⋯ Benefits

- ✓ Co-branded imagery
- ✓ Taglines
- ✓ Hashtags

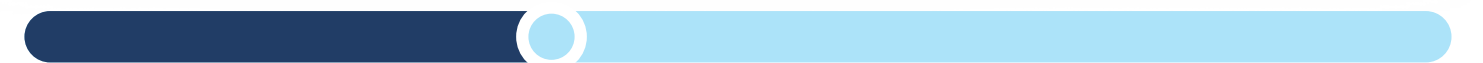
5. OWL Platform Opportunities

Use the OWL platform to promote your brand

- Share your resources (PDF, video, audio, etc)
- Host a live/virtual webinar for nonprofit professionals
- Sponsor a mentorship program that provides live support to our nonprofit network

... Benefits

- ✓ Your content can reach thousands of people in the nonprofit community



6. Share OWL

Get free eLearning for nonprofits you love!

Share the marketing resources on our website at join.owl.inc/share-owl

- *What is OWL?* presentation
- OWL 1-pager
- OWL Video

+ Share this Partnership Deck with companies seeking a CSR initiative

⋮ Benefits

- ✓ Earn the **OWL Business Partner Badge** for your website & show your support for nonprofits



Sponsorship Levels

#nonprofit-community

#charity-resources

#online-training



Business Partner

Choose any of the following:



- Mention OWL in a blog post/newsletter/podcast
- Link to the OWL website
- Share + tag OWL on your company's social media
- Share OWL with your network

And receive:

Mention + tag in OWL social media posts

Logo on OWL website as a Business Partner

Sponsor Business Partner badge for your website



Gold Sponsor

Choose any of the following:



- Host a webinar/podcast featuring OWL
- Provide free services/resources to OWL members
- Joint social media campaign

And receive:

1 dedicated OWL blog post

1 mention in OWL newsletter

2 social media shout-outs on each of OWL
Instagram, LinkedIn & Facebook

Logo on OWL website as a Gold Sponsor

Gold Sponsor badge for your website



Platinum Sponsor

**Donate/co-create courses,
and receive:**

Each course featured on the OWL platform,
highlighting your brand

1 dedicated OWL blog post per course

Mention in 2 OWL newsletters

1 social media shout-out on each of OWL
Instagram, LinkedIn & Facebook per course

Logo on OWL website as a Platinum Sponsor

Platinum Sponsor badge for your website

How to Get Involved



CONTACT OWL

Reach out to partner@owl.inc and let's amplify our impact together!

