

GIVING BACK TOGETHER

At Sydney Paige®, our main goal is to help give underserved children the **tools and confidence they need to learn and thrive in school.**

And partnering with non-profits for their backpack and school supply drives is our **favorite way to do that!** Our focus is the same . . . giving these kids quality backpacks (that will last the school year) and filling them with grade-appropriate school supplies.

We want children in need to start the school year off confident and ready to learn, not standing out as poor or being different than the other kids.

But we can't do this alone. We need to be **GIVING BACK TOGETHER®** by partnering with each other and with other organizations, sponsors and individuals to make the significant impact we all want to make.

PARTNERING WITH SYDNEY PAIGE®

Partnering with us is so easy! We provide all of the custom content and graphics for you . . . all you have to do is incorporate them into your website, social media posts, newsletters, etc. We'll even create artwork for flyers and posters for your drive for a cohesive look across all platforms if you'd like. The main point to take away is that we are here to help . . . we want your backpack drive to be a **HUGE SUCCESS** so that we can all maximize our impact on children in need in the communities in which we serve.

HOW IT WORKS

- 1) Guide your supporters to **www.sydneypaigeinc.com** to purchase backpacks, noting your organization when they add their product(s) to their cart.
- 2) Sydney Paige® will ship the products purchased to your supporters and set aside the matching products to be delivered to you in a bulk shipment at the end of your drive.
** supporters can also enter "DONATE" in the notes section and both the 'buy' and the 'give' products will go to you*
- 3) Sydney Paige® will provide you with a weekly update on orders received.
- 4) At the end of your drive, Sydney Paige® will ship the accumulated products and associated school supplies to your location, or we can arrange for pick up in order to help minimize cost for SP.

Note: You can also collect donations from supporters and purchase our backpacks in bulk at 50% off SRP. In this case, you will receive 2 backpacks, one of which will be filled with school supplies.



WHAT WE NEED FROM YOU TO GET STARTED

- 1) A 'thumbs up' from you via email and a kick-off call (or in-person meeting) to discuss timelines & deliverables.
- 2) Your backpack drive assets to create the artwork for you (your logo in .eps or .ai format, high res. images, etc.)

WHAT SYDNEY PAIGE® PROVIDES

- 1) Artwork for:
 - your website (*can include all ways for supporters to help . . . donate funds, fill a backpack, buy/give, sponsor, etc.*)
 - social media posts + newsletters
 - flyers (*optional*)
 - posters (*optional*)
 - other as needed
- 2) Branded landing page on www.sydneypaigeinc.com (sub menu of 'BACKPACK DRIVES' page) with your branding and artwork where your supporters can shop directly (*optional*)
- 3) Advertising/PR:
 - press release announcing your backpack drive and partnership with Sydney Paige®
 - social media posts with your branding
 - announcing partnership with your organization
 - encouraging Sydney Paige® followers and fans to support your drive, go to your website, etc.
 - backpack drive progress & updates

Note: Sydney Paige® will not release any branded advertising or PR without your organization's prior written approval
- 3) Matching backpacks and all other products that were purchased noting your organization as 'give' recipient *to be delivered on an agreed upon date at or near the end of your drive*

4) School supplies for all backpack orders

- 2 Notebooks
- 2 2-pocket folders
- 1 8pk pencils
- 1 12pk colored pencils
- 1 Pencil box (*Thayer & Valencia bags*) or pouch (*Raleigh & Guidi bags*)
- 2 Glue sticks
- 1 Pencil sharpener
- 1 Large eraser
- 1 Ruler
- 1 Pair of scissors, safety (*Thayer & Valencia bags*) or regular (*Raleigh & Guidi bags*)
- 1 24pk crayons (*Thayer & Valencia bags*)
- 1 8pk washable markers (*Thayer & Valencia bags*)
- 1 3-ring binder (*Raleigh & Guidi bags*)
- 1 5-tab pack of subject dividers (*Raleigh & Guidi bags*)
- 4 ballpoint pens (*Raleigh & Guidi bags*)
- 2 highlighters (*Raleigh & Guidi bags*)



BUY ONE | GIVE ONE

www.sydneypaigeinc.com