

COMMUNITY ENGAGEMENT OPPORTUNITIES



CommunityWorks

Building People & Places

**20
26**



WHY SHOULD YOU PARTNER WITH CW?

We understand that to get things done, we need community. That is how we view our partners- as part of our community. Thanks to our partnerships, we've been able to better support and train small business owners from all over South Carolina, offer education and funding to emerging developers, and bring together stakeholders to learn about innovations and solutions to the affordable housing need.

By partnering with CommunityWorks, you are committing to being a part of our community of organizations dedicated to creating financial opportunities for the people we serve.

We hope you'll join our CW community by helping us build and uplift people and places!

SPONSORSHIP OVERVIEW

Partner sponsorships empower CommunityWorks to host trainings and events that promote education, empowerment, and meaningful connections between small business owners and community partners. This year, we're offering a new opportunity to sponsor a new and exciting resource - our CW Small Business Directory. Your sponsorship supports these valuable opportunities year-round, helping to build a thriving small business ecosystem and educate our community about affordable housing solutions.

As a sponsor, your logo will be featured in promotional materials and displayed at events, and your team members will have the opportunity to participate as speakers, with opportunities for engagement throughout the year. Your partnership and participation in our events puts you in front of community members looking to build long-term relationships with organizations like yours!



VOLUNTEER OPPORTUNITIES

How can I volunteer with CW?

CommunityWorks welcomes your help in delivering business support, financial education, and essential resources to the small business owners we serve. Throughout the year, volunteers play a vital role in supporting our programs and events.

You can assist at workshops, work with entrepreneurs, or even be a guest speaker, sharing your expertise with our community. Whether your skillset is in mentoring or teaching, there are plenty of opportunities to make a meaningful impact on local entrepreneurs.

VOLUNTEER SUBJECTS

If you have a representative who can speak about one or more of the topics below, we want to share your expertise with our community.

- Understanding financial projections at different business stages
- Marketing strategies to elevate brand awareness and reach
- Increasing sales and creating long-lasting client relationships
- Planning for business exit and succession to ensure a smooth transition
- Hiring practices to assemble a skilled and motivated team
- How digital marketing can help your business grow
- E-commerce options for every business stage
- Emergency planning for your business
- What business insurance plan is right for you
- How to choose the best payroll system for your growing business
- When is government contracting right for you
- Trademarks, copyrights, and patents

SMALL BUSINESS DIRECTORY

ONE PRESENTING SPONSORSHIP AVAILABLE

\$5,000

WHAT IS IT?

The CommunityWorks Small Business Directory is designed to be more than just a list of names: it is a living resource that connects our community to local entrepreneurs. By sponsoring its creation, you're helping us build a tool that small business owners, residents, and partners can rely on for years to come. With your sponsorship, we can transform our directory into an interactive, searchable online directory that allows users to filter by business type, location, or keyword—making it easy to discover and connect with local entrepreneurs.

HOW WILL THE DIRECTORY BE USED?

- For the community: A go-to guide for finding and supporting local businesses
- For entrepreneurs: Gives business owners the exposure they need to grow their client base and connect with other businesses
- For partners: A centralized resource to identify small businesses for contracts, partnerships, referrals, and collaborations
- For CommunityWorks: An efficient, sustainable way to highlight and champion the businesses we serve, keeping their information accurate, searchable, and easy to update.



YOUR IMPACT AS A SPONSOR:

- Launching a resource that will initially showcase over 100 businesses and grow every year.
- Amplifying the visibility of minority-owned businesses.
- Equipping our community to strengthen our small business ecosystem.

SPONSORSHIP BENEFITS:

- Recognition as the Founding Sponsor of the Small Business Directory, with your logo featured prominently on the directory landing page.
- Inclusion in any press releases, newsletters, and social media posts announcing the launch.
- Visibility at CommunityWorks events, where the directory will be shared and promoted.

Your sponsorship makes it possible to create a tool that people will use, whether to find a local caterer for an event, discover a new neighborhood boutique, or connect with a contractor. Together, we can make it easier than ever to support and grow small businesses in our community.

TRAININGS AND WORKSHOPS

Each training or workshop provided by CW is led by an experienced instructor who works with participants to better tell their business story through their financials and business planning.

MICROENTREPRENEUR TRAINING

OFFERED IN THE SPRING AND FALL

MicroEntrepreneur Training is a 10-week class designed for businesses in the startup phase. Participants learn how to choose a business idea, develop plans, understand market analyses, explore financing options and grow their business acumen to create a sustainable business foundation.

Sponsorships: Two Opportunities Available

\$5,000 - Spring or Fall Cohort
\$8,000 - Both Cohorts

COMMUNITYWORKS ACADEMY

OFFERED IN THE FALL

SPONSORED

The CommunityWorks Academy is an eight-week program designed to meet the unique needs of businesses in the growth stage. This program will equip participants with essential skills and strategies needed to sustain long-term success as their businesses scale.

Sponsorships: One Opportunity Available

\$5,000

DEVELOPER TRAINING

OFFERED IN THE SPRING AND FALL

This intensive is designed for housing leaders and developers who have property or are working to acquire property for development. The trainings provide a broad overview of what housing leaders and developers can do as it relates to property owned, community/commercial development, and affordable housing.

Sponsorships: Two Opportunities Available

\$10,000



May 2026

EMPOWERING ENTREPRENEURSHIP



Sponsor an unforgettable evening that celebrates the resilience, innovation, and growth of SC entrepreneurs. This community event will feature:

- Food & Drink: Enjoy food and drink from local vendors and restaurant owners.
- Pre-Ceremony Social: Engage with entrepreneurs, learn their stories, and see firsthand how CommunityWorks has empowered them to grow.
- Awards: Honoring three exceptional business owners with awards that highlight their achievements, resilience, and impact on the community.
- Live Entertainment: Enjoy music from talented local musicians.

SPONSORSHIPS

PRESENTING SPONSORSHIP

\$5,000
One Opportunity Available

PROGRAM SPONSORSHIP

\$3,000
Multiple Opportunities Available

AWARD SPONSORSHIP

\$2,500
Multiple Opportunities Available

PARTNER SPONSORSHIP

\$1,500
Multiple Opportunities Available



November 2026

GLOBAL ENTREPRENEURSHIP WEEK BREAKFAST

Partner with us as we celebrate the innovation, diversity, and resilience of entrepreneurs from all backgrounds during Global Entrepreneurship Week. This event brings together business owners, community leaders, and advocates to showcase each year's Global Entrepreneurship Theme.

Highlights:

- Celebrate the diversity and creativity of entrepreneurs in our community.
- Gain valuable insights from entrepreneurs who are pushing boundaries and shaping the future of business.
- Build connections with business leaders and community advocates passionate about entrepreneurship.

SPONSORSHIPS

PRESENTING SPONSORSHIP

\$5,000
One Opportunity Available

SUPPORTING SPONSORSHIP

\$500- \$1,000
Multiple Opportunities Available



August 2026

UPSTATE AFFORDABLE HOUSING SUMMIT

The 2nd Annual Upstate Affordable Housing Summit brings together experts, policymakers, and community leaders to address the region's housing challenges. Topics will include an economic and housing policy overview, policy solutions to the housing crisis, and innovations in affordable housing strategies.

The event will feature speakers and panelists, and valuable networking opportunities to encourage cross-sector collaboration. Our first Housing Summit in 2025 was sold out. With over 15 sponsors and participation from around the country, we recognized the need for an ongoing effort to bring stakeholders together annually.

SPONSORSHIPS

PRESENTING SPONSORSHIP

\$5,000
One Opportunity Available

LEAD SPONSORSHIP

\$2,500
Multiple Opportunities Available

CHAMPION SPONSORSHIP

\$1,500
Multiple Opportunities Available



CONTACT US

Interested in sponsoring or learning more about our Community Engagement Opportunities? Reach out to our Chief Community Officer, Ana Parra. She is available to help find the best fit for you and answer any of your questions.

Contact Ana at 864-235-6331 ext 506 or aparra@cwcarolina.org.



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