

Brand Partner Opportunities

We are so grateful for your partnership in creating a safer marketplace! The Brand Partnership program with Protect Our Breasts remains a **no-cost** affiliation. However, we know that some brands are interested in having a more in-depth relationship, particularly with our devoted community, so we are excited to announce the introduction of new and expanded opportunities. Here are some of the initiatives we plan to implement. We hope you will choose to join us in one, or many, of these programs:

AFFILIATE PROGRAMS

- Amazon Storefront:**
The POB storefront will allow us to share your products with our audience, sending them directly to Amazon with customized linking tools. This would help support our mission with a 1-3% commission rate.
- Brand's Own Affiliate Program:**
You may have your own affiliate program providing influencers a small commission. If this pertains to you, we'd love to join you in this opportunity.
- Direct to Website Custom Link:**
You may prefer we send our audience directly to your website through a customized link. This would allow us to promote your website and products, where we would receive a small commission.



COMMUNITY PRODUCT PROMOTIONS

- Social Media Content:**
We love to shout you out as often as possible on our social media and to our community. To include our EBoard influencers in the content, please send us your preferred physical products.
- Community Only:**
Many brands would like to trial their products with our Gen-Z and Millennial community. Please send us 250-500 product samples to share with our community, chapter and campus reps, to promote your product in their areas. These might also go to influencers!
- Campus and Community Tabling/Social Events:**
If you are interested in a larger promotion and may donate larger quantities, we can send to all chapters to host tabling events at their school and promote in club meetings, along with campus and community reps! The number is 1,000-5,000 samples.

END OF THE YEAR

- Donor Discount Codes:**
One way we like to show our appreciation is through sharing a holiday gift guide of our brand partners' discount codes. These discounts often range from 20-50% off during a short window shared through our newsletter to 500 donors with a frequent open rate of more than 50-60%.
- Donor Gift Basket Inclusion:**
To further encourage our donors, particularly at the higher levels, we send gift baskets of product donations from our brand partners as a thank you for their gift. We typically ask for 40-50 products for inclusion.
- Charitable Gift 501.c3 Donation:**
We are so grateful to the brands who send us annual charitable donations! Some do this under the name of the CEO, others from the company itself. The gift is fully tax deductible as allowed by law. We would appreciate all your support!