**THE VALUE AND BENEFIT OF STRATEGIC PARTNERS**

**STRATEGIC PARTNERSHIPS**

A strategic partnership is when two or more organizations develop a relationship through an alliance and/or agreement for the purpose of sharing identified resources for events and/or activities resulting in a mutually beneficial relationship that elevates both organization’s credibility and value.

**Value of Strategic Partners**

* Allows for leverage of essential resources including ideas, creativity, experience, and cost-savings
* Gives valuable exposure including branding, promotion, and advertising
* Always evolves and emerges

**Benefits of Strategic Partners**

* Accomplish more with less
* Improve credibility and value
* Maximize strength while eliminating weaknesses

**TYPES OF STRATEGIC PARTNERSHIPS**

1. Community Based Organizations (CBOs)
2. Small Businesses & Large Corporations
3. Government Agencies

**I. Community Based Organizations (CBOs)** (not for profit entities that operate within the community)

* Boys and Girls Clubs
* Youth Centers
* Health Organizations
* Clubs (e.g., Lions, Rotary, Kiwanis, etc.)
* Chamber of Commerce

**II. Small Businesses and Large Corporations**

* Health Care, Insurance, Telecommunications, Utilities, Finance, Manufacturing, Construction, Professional Services, etc.
* Mom and Pop (e.g., printers, graphic artists, trophy shops, restaurants, etc.)
* Grocery Store

1. **Government Departments / Agencies**

* City and County Departments
* Elected Official’s / Field Staff
* Elected Official’s sponsored community events