

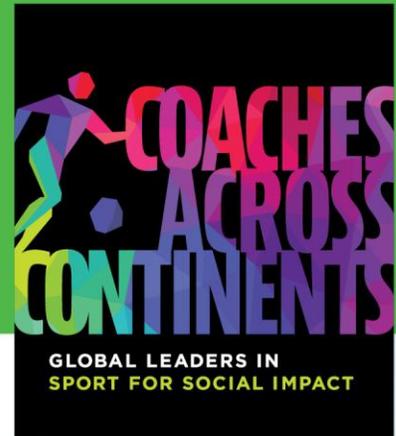


*Coaches Across Continents' 'Chance to Choice'
Corporate Partnership Program*

Coaches Across Continents have been awarded complimentary membership to the exclusive **Clinton Global Initiative**.



A partnership with **Coaches Across Continents** will enable you to achieve your cause marketing objectives, deliver on your social responsibility commitments and maximize your return on investment. CAC's corporate social responsibility and cause marketing program is designed to create shared value for the communities we serve and the corporates and foundations we partner with. It is an adaptable program which can be tailored to ensure the greatest possible return on a partners investment depending on strategy and business objectives. The program provides the partner with a set of bespoke readymade business benefits such as improving customer perceptions, building a caring brand, engaging employees, reaching new markets and achieving measurable social objectives. Find out more in this document and then contact us to discuss the flexible partnership levels.



Your Year-Round Social Partnership Program

- CAC will **design, develop and implement** your CSR/Cause Marketing Brand Program.
- We will create **customized pathways for successful and sustainable** CSR/Cause Marketing initiatives.
- CAC will design corporate **Employee Engagement** initiatives.
- We will deliver year-round **Strategic Brand Marketing** including online promotion, logos and naming rights.
- We will build **Sustainable Brand Stories** through videos, case studies and social media content.
- CAC will create **Community Employment** opportunities and **Educational Scholarships**.
- We will source **Sustainable Equipment**.
- You will receive comprehensive, tailored **Impact Reports** for distribution amongst internal and external stakeholders.
- **Multiple funding levels** to suit your requirements – from as little as \$2,500 up to \$500,000.
- CAC offers **flexible and adaptable** partnership options to suit your CSR/Cause Marketing needs.



**REAL CHANGE
HAPPENS
ON A FIELD**





GLOBAL LEADERS IN SPORT FOR SOCIAL IMPACT



About Coaches Across Continents (CAC)

- CAC has received **14 global awards** in recognition of our innovation, influence and impact.
- We have a **global network of committed local organizations** and municipal and national government contacts.
- Community partners receive **Year-Round Organizational Development**.
- Our unique **Self-Directed Learning** methodology empowers communities to responsibly **choose their own futures** and create **sustainable change**.
- Our **three year 'Chance to Choice' sport for social impact initiative** provides pathways for community partners to educate youth and build organizational capacity.
- The 'Chance to Choice' initiative is **adaptable to fit local social problems** such as conflict resolution, health and wellness, gender equality, life skills and child rights.
- Since 2008, we have worked in 37 countries with 304 implementing community partner programs and 2,677 member partners. Overall, we have educated 14,221 community coaches who impacted a further 1,939,316 young people.

“Working with CAC has taught me how to change peoples’ mindsets through sport and to teach people how to solve their own problems.” Oscarie Iragena, Golden Generations Women’s Football Club, Kigali, Rwanda.



GLOBAL LEADERS IN SPORT FOR SOCIAL IMPACT

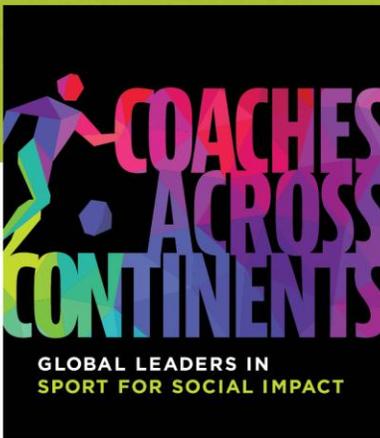
Case Study: Chevrolet

CAC's work with Chevrolet activates their sponsorship of Manchester United FC, combining elite sponsorship with grassroots football development.

- Designed, developed and implemented educational programs in **strategic global markets** including Indonesia, South Africa, the USA, Brazil, Thailand, India and China with three more countries scheduled in 2016. Provided access to consumers in emerging markets facilitating **business growth**.
- Enhanced their “What Do You #PlayFor?” campaign through **global connections, strategic advice and year-round collaboration** from program design to implementation.
- CAC produced photos, video opportunities and stories to publicize on their official Chevrolet FC website, YouTube and social media. This has raised awareness and given Chevrolet **positive publicity**. The videos for this partnership have been viewed over 24 million times.
- Our partnership **won the ‘Corporate of the Year’ category at the 2014 Beyond Sport awards**. This has brought knowledge of their impact to a wider audience and achieved global recognition for Chevrolet’s social responsibility initiatives.



Thank you for taking the time to read about the Coaches Across Continents Chance to Choice Partnership Program.



Next Steps:

- Please get in touch with adam@coachesacrosscontinents.org and nickgates@coachesacrosscontinents.com to see the partnership levels and discuss the implementation of this partnership.
- CAC will have representatives on five continents during 2016 so can be available to meet with the appropriate people in your company.

To find out more about Coaches Across Continents please visit:

<http://www.coachesacrosscontinents.org>

<http://www.facebook.com/coachesacrosscontinents>