

ROMP

Range of Motion Project

2023 PARTNERSHIP OPPORTUNITIES

We are interested in forming long-term partnerships that create real impact while engaging our communities and telling a bigger story.



ROMP Values, Mission & Impact

HUMAN DIGNITY
EMPOWERMENT
SUSTAINABILITY
COMMUNITY

ROMP's mission is to ensure access to high-quality prosthetic care for underserved people, improving mobility and independence.

ROMP believes in MOBILITY FOR ALL and fair access to healthcare, mobility, and the outdoors.

To date, ROMP has provided over 4,650 custom made prosthetic devices to amputees in need. We could not do this without our amazing partners.



Global Partnership Benefits

Let's change lives together and tell a bigger story.

- Reach your CSR goals around diversity, equity and inclusion (DEI), poverty alleviation, sustainability, healthcare, disability rights, accessibility, and more.
- Help advance the UN's Sustainable Development Goals: End extreme poverty, fight inequality, access to good health, sustainable communities, and more.
- Increase engagement with your employees and customers while creating major impact and awareness.
- All global partners will be included and highlighted in our Year End Event, annual impact report, website, blog, social media, emails, and on our "Wall of Champions" in our clinics.



ROMP Community Reach

ROMP has a strong reputation, community, and brand reach!

- Email List: 12,000 subscribers with (35%-45% open rate)
- Social Media: 15,000 + followers
- Cotopaxi Team social reach usually 100k-200k
- Press Reach: >10 million



Past Press and Media

Amazon Prime
Huffington Post
GoPro for a Cause
NY Times
CNN Hero
Business Insider
American Alpine Club GuideBook
CBS
NBC
Outside Online
Outside TV
Adventure
O&P Edge
Living with Amplitude
InMotion Magazine
Global Sports Matters
NY Daily News
Denver 7 News
Seattle Times
Gear Junkie
Sky Hi News
5280
Diversity in Action
and more...

3 High ROI Ways to Get Involved:

Implement all three for a holistic partnership!

1) Funding for Impact (see page 5 & 6)

- Financial and In-kind ways to augment our impact together.

2) Employee, Customer, & Community Engagement (see pages 7, 8, 9, 10)

- ROMP has TWO inclusive, global mobility campaigns each year (Mobility May in the spring and Climbing for ROMP in the fall) built to get people outside and moving for others. ROI is over 200%.

3) Storytelling: Awareness Campaigns and Content Creation (see page 10 & 11)


- Let's grow our communities and tell a story together.



Funding for Impact: Financial & In-Kind

Directly fund ROMP programs to create more impact for our patients. We will help you tell your story of impact. All financial and in-kind donations are tax deductible and count towards mobility medal levels.

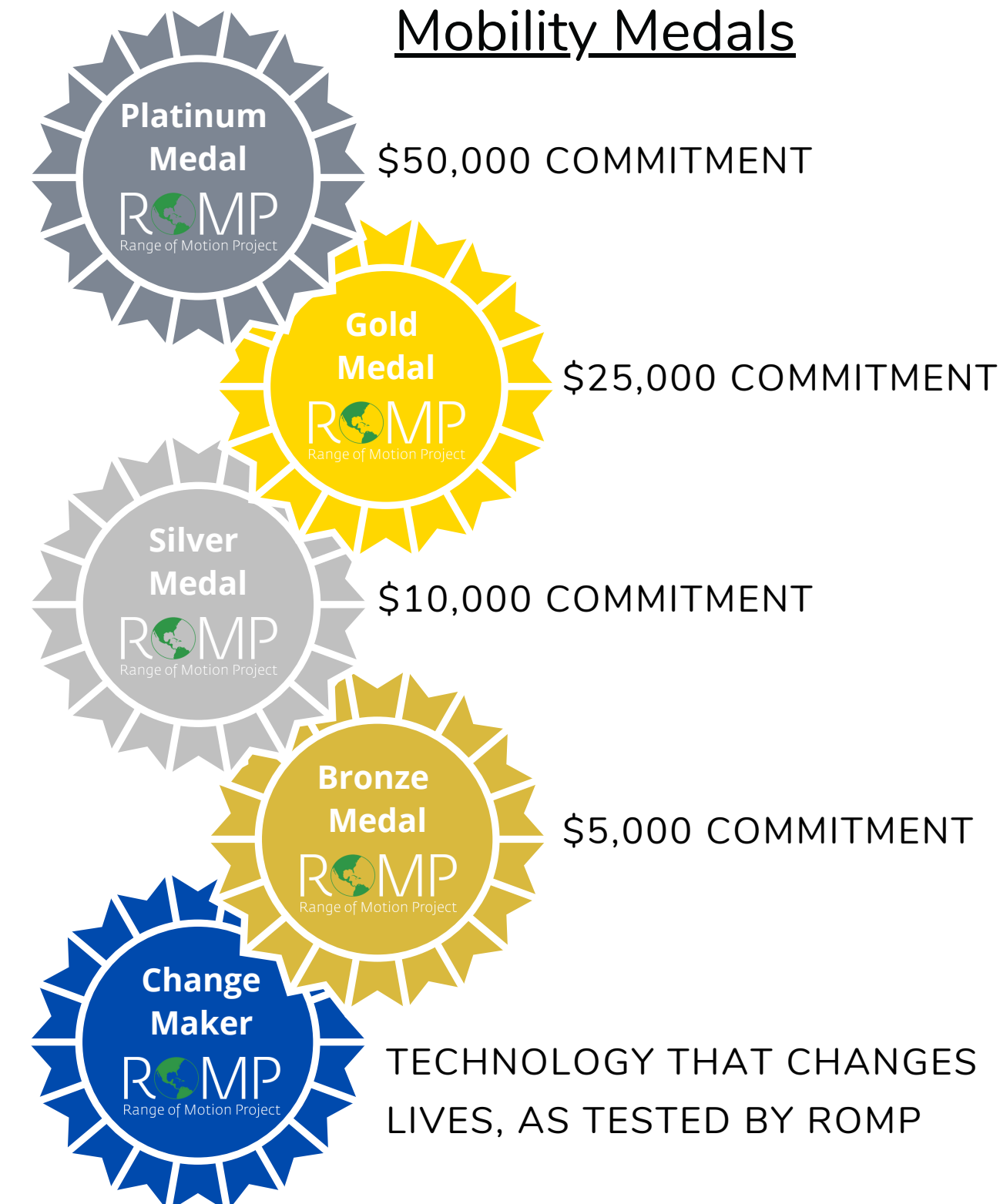
Direct Financial Support:

- **Tax deductible** donation to ROMP (monthly, quarterly, or annually) to directly support our programs.
 - Increase your sales = increase your impact.
 - Percentage of proceeds to ROMP.
 - We are a 1% for the Planet member.
-  Donate to ROMP to meet your annual commitment.

In-Kind Support:

- **HIGH NEED: Donated prosthetic components (O&P manufacturers).**
- Auction items & fundraising prizes (Outdoor brands/other brands)
- Donation of office space, travel, gas, vehicle, shipping services, technology, marketing, media, press, etc...

Mobility Medals



Engage: Mobility May 2023



Get your staff moving for a cause and turn miles into mobility for amputees in need! All levels are included as a sponsor in all marketing for Mobility May. Participating in Mobility May is always FREE.

\$10,000 Title Sponsorship of Mobility May Campaign

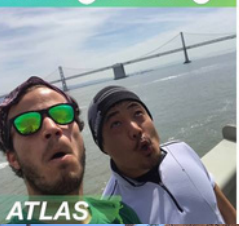
Title sponsor of month long challenge, in-kind support additional ask for prizes and fundraising incentives. Includes sponsorship of ROMP Birthday Mile at \$1/mile on ROMP's Birthday May 24th up to \$10,000!!!

\$2,500 Team Sponsor for Mobility May*

Get your staff engaged in a friendly competition! Creating a team is free, sponsorship includes communication plan, platform for tracking team miles, marketing materials, prizes, etc. Logo included on the challenge website, emails, and social tags, etc. **Note: May doesn't work for your staff? We can create mobility challenges to meet your CSR goals anytime of the year.*

\$\$\$\$ Sponsor \$1 per mile or activity recorded on a certain day or week!

Incentivize your community and the ROMP community to get moving by sponsoring miles up to a certain amount on a day or week that ! We will create a fun marketing plan to get your brand out there!



Engage & Grow: Strava Challenge 2023

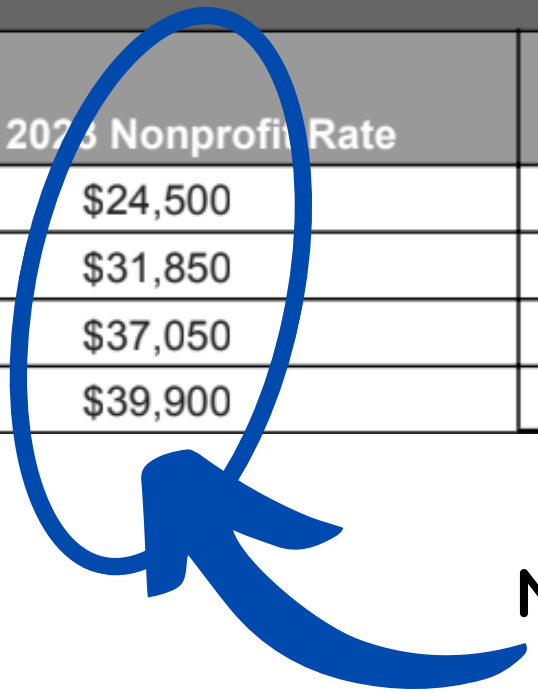


Together we will design challenge branding, content, trophy and prizes and gain exposure to new potential customers and communities while giving back to ROMP. Work with ROMP for 50% off the Strava Challenge pricing. This can be part of Mobility May or any time that works for you!

\$40k - \$50k [Strava Challenge Title Sponsor](#) (Sponsor to cover challenge cost + donation to ROMP)

Engage our global communities together to move miles for ROMP. Story telling, communication, and content plan included. Estimated engagement over 100,000 people in the Strava community. Create the challenge goals together to grow social following, collect email address, and/or fundraise for ROMP patients.

North America and South America						
All Athletes						
Duration	May 2023 Nonprofit Rate	May 2023 Rate	Expected Metrics (Eligible Athletes Only)			
			Av. Joins	Av. Completions*	Av. Reward Click Out**	
1-week	\$24,500	\$49,000	67,000	40,200	8,040	
2-week	\$31,850	\$63,700	91,000	54,600	10,920	
3-week	\$37,050	\$74,100	109,000	65,400	13,080	
4-week	\$39,900	\$79,800	120,000	72,000	14,400	



Nonprofit rates are 50% off!!!

Engage: Climbing for ROMP 2023

Climbing for ROMP (C4R) connects our communities to a greater cause through mobility and the outdoors. Over the last eight years, thousands of people have climbed for ROMP raising over \$600,000 for ROMP patients in need. C4R includes our ROMP Climb Team on Cotopaxi (19,347ft) in October and our Global Campaign, where we ask the world to join in solidarity with the team to give mobility to others. #WhatsYourMountain

Global Presenting:
\$50,000 ***

Team Title:
\$30,000 **

Summit Partner:
\$10,000 *

Trailhead Partner:
\$5,000^^

Athlete Sponsor:
\$3,000^



Customizable Benefits:

- All levels includes logo on summit flags, website, emails & more. Includes communication plan specific to your CSR goals.
- \$5,000^^ Title sponsorship of climb team to engage your local and global staff, customers and community to get outside and get moving.
- \$10,000* Everything above plus: Custom press, marketing, and content plan (photos & videos) for your brand and product. If applicable: exclusive gear item for Climb Team & Climbing for ROMP.
- **\$30,000** Everything above plus: A spot on the team to tell the story from the inside.**
- \$50,000*** Everything above plus: 2 spots on the team and a short film project included for your brand & marketing needs.

We will pair you with an athlete on our 2023 team who shares your brand's values. Work directly with the athlete for marketing, content, and storytelling opportunities. This sponsorship covers their trip cost so that they can focus on fundraising, awareness, and training.

Engage: End of Year Event

Get involved in our Year End Hybrid Event! 200+ people in Denver, CO and 400+ people join on a global live stream for a fun evening of videos, speeches, and opportunities to give back. We have raised over \$100,000 at this event in the past thanks to the support of our sponsors and our amazing global community.

\$1,000 Support Sponsor

Includes logo on website and program, mentions during event, social tags, & 4 tickets.

\$2,500 Table Sponsor (4 available)

Includes everything above plus a message from your brand in pre and post show slides, shoutouts throughout live event, 6 event tickets in Denver, & 1 branded VIP table.

\$5,000 Photo Booth Sponsor (1 available)

Includes everything above plus a 1 min video message from your brand during the show, 12 event tickets in Denver, 2 VIP tables for your guests, and custom activation in Denver.

\$10,000 Title Sponsor (1 available)

Use this event as a special experience for staff and customers to come see the global impact your brand is creating. Includes everything above plus a 2 min speech or video during the show, multiple shoutouts throughout, company name in event title, logos on all marketing. In-person activation: product/marketing display table with optional brand rep and brochure/swag with info in all door gift bags. 5 VIP tables, 25 tickets, your brand themed photo booth, and professional photos included.



Storytelling: Awareness Campaigns

Grow your community, incentivize feedback, increase sales and we will even help you market it! Help us bring awareness to marginalized groups. These campaigns can be part of a bigger partnership and count towards your commitment to ROMP. This is about Diversity and Inclusion!

Grow your community:

- Donate \$1 to ROMP for every new follower, email list sign up, or specific hashtag use in a week/month.
- Help us bring awareness to **Limb Loss Awareness Month (April)**, **Disability Pride Month (July)**, **International Day of Persons with Disabilities (December 3rd)** with a content plan to increase engagement on social across all channels and tell a story.

Increase Sales & Give Back:

- Donate a % or \$X amount per item sold as a way to make more sales during a specific timeframe.

Incentivize Feedback:

- Offer donation of \$XX to ROMP for every survey response.



Storytelling: Content Creation

ROMP has incredible stories to share. We would love to work with your team to tell your brand's values through film while bringing awareness to our mission. Our film projects are diverse and range from \$5,000 to \$50,000 (many of them are part of other partnership opportunities). We will work with your team on your content goals! Please see some recent examples below:

["Voluntariosa"](#) - Partnership with Hydro Flask, Eddie Bauer, RBC, and Osprey Packs.

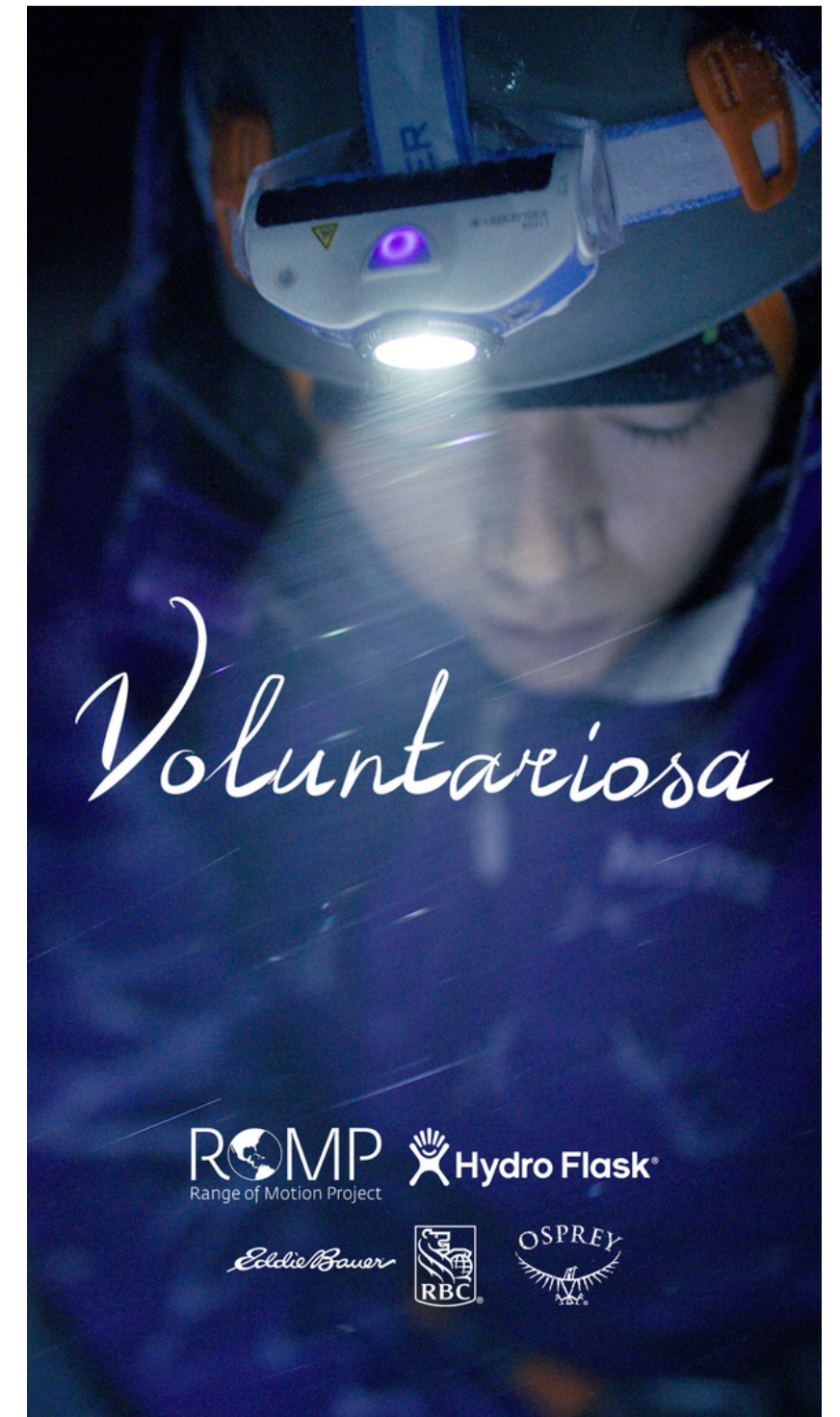
["In Her Shoes"](#) - Partnership with Merrell, Tatoo Adventure Gear and Silverline Films.

["We Still Climb"](#) - Partnership with Climbing for ROMP sponsors and Silverline Films.

["Lupe & the Strawberries"](#) - Partnership with Click Medical.

[Mary Free Bed Volunteer Film](#) - Partnership with Mary Free Bed Rehabilitation Hospital.

["Justin's Giant Leap"](#) - ROMP Project for 2021 Level Up Event.



Testimonials

Hear directly from our brand partners.

"Every summer we organize a group fundraising hike for ROMP with RBC employees. The partnership is something we look forward to every year! These early morning hikes with ROMP provide teamwork, engagement and camaraderie all while supporting an organization that is changing lives. Our involvement with ROMP has become part of our company culture which amplifies our organizational values of integrity, collaboration and diversity and inclusion."

Mary Helen Jacobus
Vice President Branch Manager
Royal Bank of Canada

"Ability continuously strives to keep patients at the center of everything we do. It is that patient-centric model that led us to partner with ROMP to help amputees in need. Ability is perpetually collecting spare limbs and parts donated from all over the country. We host 'Limb Disassembly Days', in which we partner with volunteers and local organizations to dismantle and sort the components before shipping them to ROMP. Not only have our patients been able to donate to ROMP, but ROMP has donated back to a few Ability patients who had fallen on hard times, allowing them to receive a prosthesis. It is a win-win relationship that enables us to rally our patients, our staff, and our communities to help those who are less fortunate receive a prosthesis."

Eric Shoemaker, CPO Regional Director
Ability Prosthetics and Orthotics

"ROMP creates high quality content that not only highlights our brand but tells inspiring stories. Their team seamlessly led an online launch of our film ["In Her Shoes"](#) including over 20 stakeholder brands in a cross-post plan making it a very successful launch. We love working with ROMP's creative team on our message that every person belongs in the outdoors."

-Adam Koepfer
Former Marketing Manager at Merrell

"Click's partnership with ROMP is truly special. Not only do we have alignment on our individual company missions as we grow awareness of Click Technology but we get to share profound ideas to further the commitment to all amputees worldwide. What ROMP has done and will do leaves us not only inspired but motivated to think bigger."

Jen Howland
VP Marketing
Click Medical

Join Our Global Partners

These brands have made an ongoing commitment to mobility through ROMP!



**Wealth
Management**



ottobock.

Let's Get Started

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"Never doubt that a small group of thoughtful, committed citizens
can change the world; indeed, it's the only thing that ever has."
- Margaret Mead

