

S P O N S O R S H I P

Engaging the Private Sector:

Rethinking Sponsorship and Partnerships
in Times of Funding Pressure

La Pastorale, 3 March 2026

Flore-Anne BOURGEOIS PRIEUR

Head of the Civil Society Service
International Geneva Welcome Center (CAGI)

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- 12:20 **Introductory Framing**
Emilie COMPIGNIE, Fundraising expert & Founder, E|C Consulting
- 12:30 **Sponsorship in practice**
Rafaël BINGGELI, *CEO*, Sponsorize
- 12:50 **NGO Testimonials & Discussion**
Fabien LEIMGRUBER, *Head of Cyber Resilience*, CyberPeace Institute
Maarten DE WINTER, *Senior Partnership Development Manager*, Union for International Cancer Control
Emilie COMPIGNIE
Rafaël BINGGELI
- 13:10 **Q&A**
- 13:25 **Closing remarks & announcements**
- 13:30 **Light networking lunch**



Emilie COMPIGNIE

Fundraising expert

Founder, E|C Consulting

SPONSOR 

Rafaël BINGGELI

CEO

Sponsorize



Sponsorship in practice

Corporate Partnerships – Sponsorize

03.03.2026

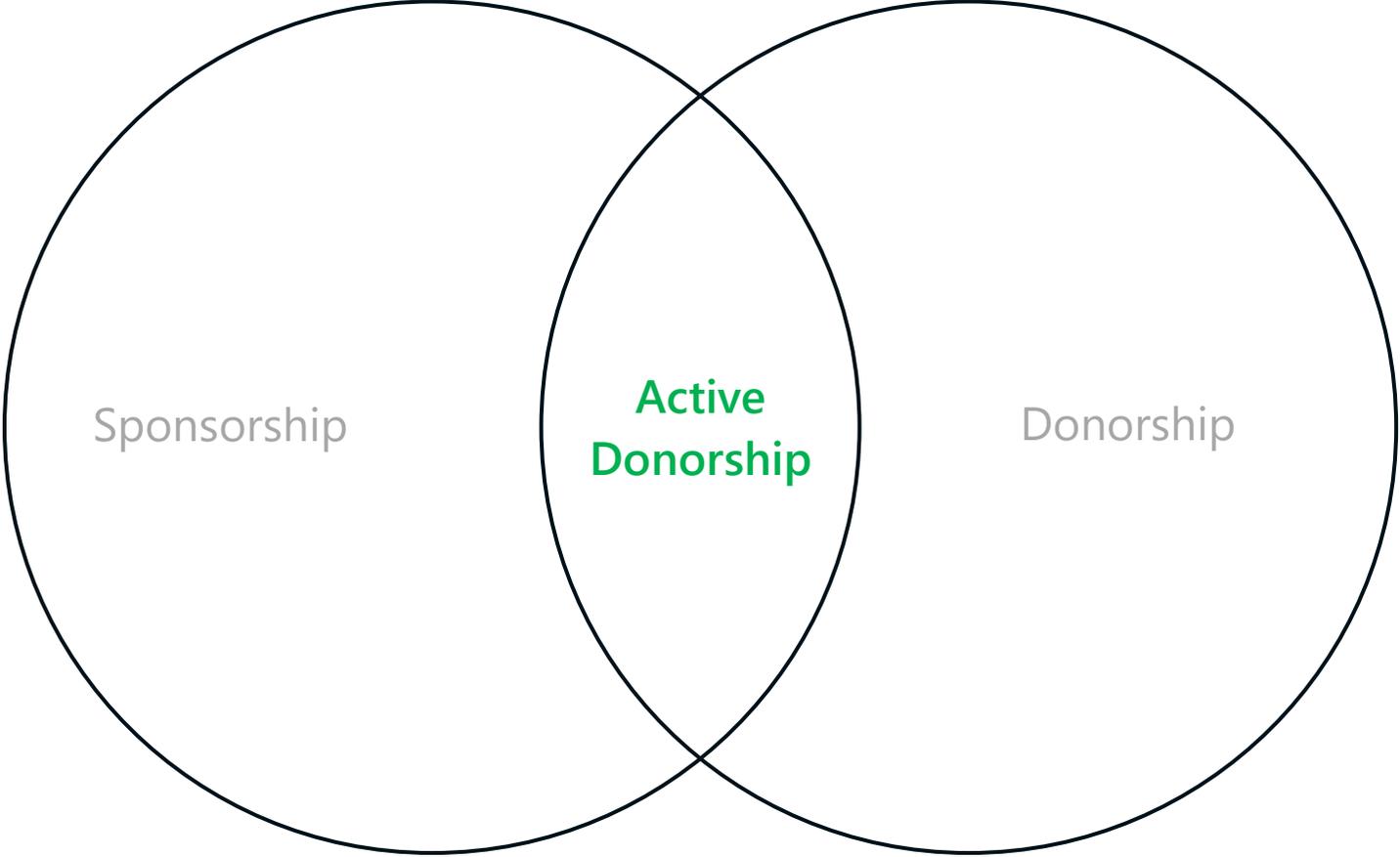
What does
« corporate partnership »
mean ?

Sponsorship vs Donorship



	Sponsorship	Donorship
Objectives	Generate economic and/or image returns for the company.	Support a cause or a project of general interest without expecting a direct or commercial return.
Focus	Contractual relationship with reciprocal obligations between the sponsor and the organisation.	Philanthropic approach, often without mandatory compensation for the donor.
Target	Clearly defined target audiences and market segments aligned with the company's commercial objectives.	Communities or causes of general interest.
Timeframe	Often short- or medium-term, linked to the duration of an event or a campaign.	Often long-term commitment, with less immediately visible effects.

Where do partnerships for NGOs stand?





What is « Active Donorship » ?

*Active donorship is a form of **ROI-based corporate philanthropy** in which companies **partner with a cause or project** of general interest while deliberately seeking **measurable impact and strategic returns** aligned with their objectives, through an **indirect connection to business performance** rather than direct commercial outcomes.*

Sponsorize

The image features two hands in silhouette, one reaching from the left and one from the right, positioned as if they are about to meet or have just parted. The background is a soft, warm gradient of orange and yellow, suggesting a sunset or sunrise. The overall mood is contemplative and hopeful.

Companies are not built for philanthropy.
They are built to create value.

What might
corporate objectives be ?

1. Build brand desirability through measurable social impact

Why do companies partner ?

- To strengthen brand image and long-term desirability in a values-driven market
- To differentiate themselves and reinforce relationships with the general public
- In response to growing expectations from citizens, consumers and clients regarding social and environmental responsibility

What this means for NGOs

- Spaces for collaboration, not just financial support mechanisms
- Opportunities for companies to be actively involved, beyond a logo or a donation



2. Gain meaningful visibility through trusted causes

Why do companies partner ?

- To gain visibility through causes people genuinely care about
- To be seen in trusted, credible contexts rather than commercial environments
- To benefit from the attention and interest generated by the cause itself

What this means for NGOs

- Visibility opportunities connected to high-interest moments or actions
- Clear frameworks for how and where partners are made visible



3. Engage employees and attract talent

Why do companies partner ?

- To bring purpose into the workplace by allowing employees to contribute to impactful initiatives
- To strengthen engagement, motivation and loyalty through concrete involvement
- To enhance employer attractiveness by demonstrating a strong sense of responsibility

What this means for NGOs

- Employee involvement formats (volunteering, mentoring, skills-based support)
- Opportunities for employees to experience impact directly



4. Feed brand communities with authentic content

Why do companies partner ?

- To engage their communities across social media, internal platforms and points of contact
- To address the constant challenge of creating meaningful, authentic content

What this means for NGOs

- Content opportunities rooted in real actions, projects and field realities
- Access to existing content and stories that can be adapted and contextualized
- Openness to co-create content formats with corporate partners



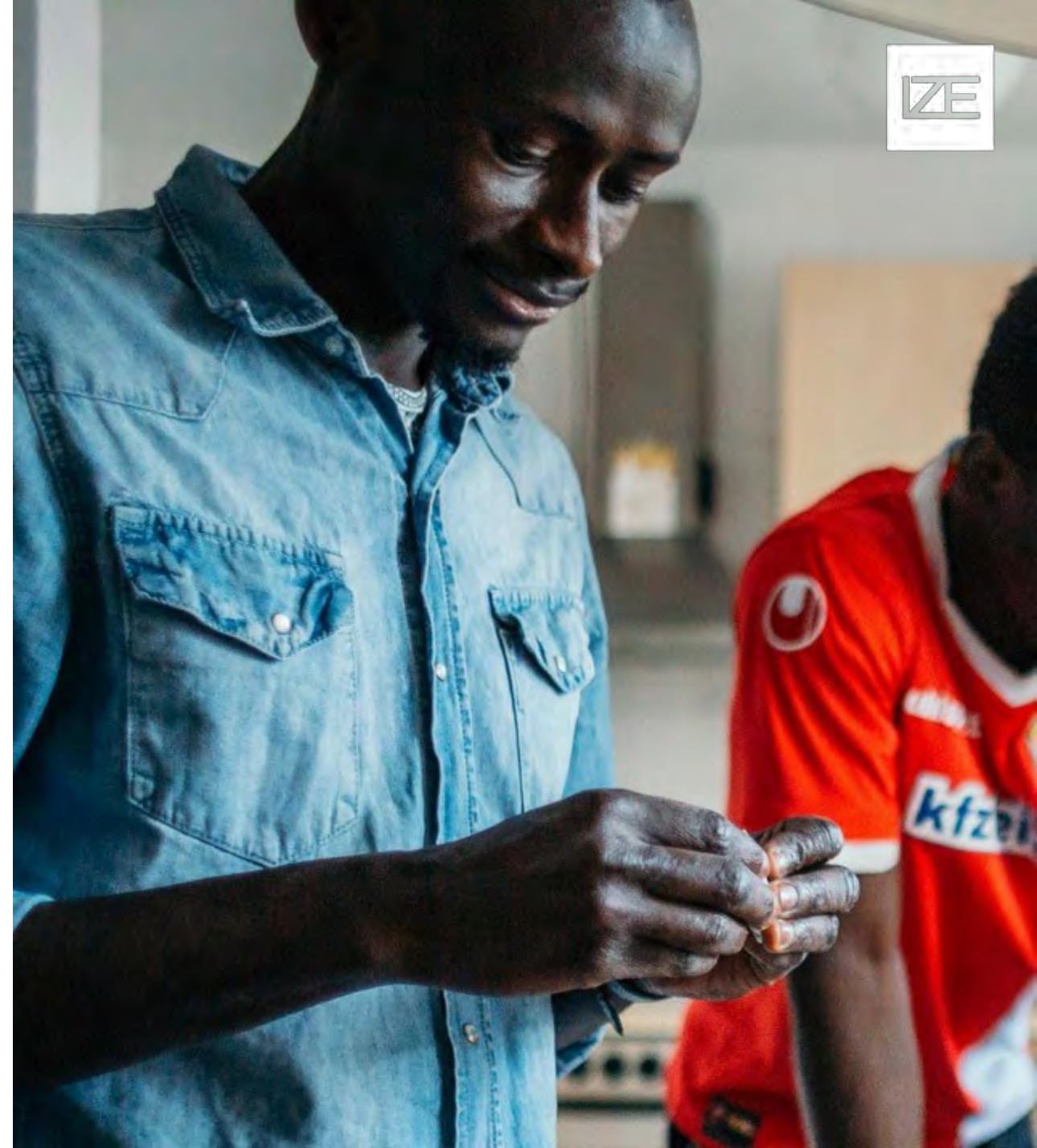
5. Create mutual value through shared expertise

Why do companies partner ?

- To showcase their expertise through concrete and meaningful applications
- To demonstrate the value of their products, services, technologies or human capital in real-world contexts
- To access field expertise, insights and know-how that can inspire new products, services or campaigns

What this means for NGOs

- Openness to exchange expertise, not only receive support
- Access to insights, knowledge and field experience relevant to the partnership



6. Strengthen key relationships through meaningful experiences

Why do companies partner ?

- To build and strengthen relationships with key stakeholders (clients, partners, decision-makers)
- To invite them to meaningful, out-of-the-ordinary moments with real relevance

What this means for NGOs

- Exclusive or meaningful moments that partners can use to host key stakeholders
- Access to activities, events or experiences linked to the cause



7. Open ethical business opportunities

Why do companies partner ?

- To unlock indirect business opportunities through credible and values-driven contexts
- To connect with new audiences in a way that remains ethical and legitimate

What this means for NGOs

- Carefully designed ethical frameworks for any business-oriented activation
- Opportunities to participate in selective networking environments (institutions, donors, public actors, foundations)

Facilitating partner



World Food Programme

IZE

Make a difference in their lives this Ramadan.

Shop with your Mastercard®
and we* will donate
one school meal for every
transaction on Amazon.



*Donations are made by Mastercard for each transaction at Amazon in the UAE from April 2nd to May 2nd 2022, the average value of one school meal (€ 0,20 / US\$ 0,25) to the World Food Programme (up to \$250,000). Images are of actors, not of WFP beneficiaries.

WFP does not endorse any product or service. For more information visit priceless.com/ramadanwfp. Terms and conditions apply.

Sponsorship 360°



- Showcase expertise in real contexts
- Access field knowledge and insights
- Inspire innovation and new solutions

Knowledge

- Engage employees with purpose
- Create pride and internal meaning
- Attract and retain talent

Human Resources

- Feed brand communities with authentic stories
- Access real and impactful content
- Co-create meaningful narratives

Community / Content

- Create meaningful brand relationships
- Offer exclusive purpose-led experiences
- Strengthen long-term engagement

Customer Loyalty

Sponsorship 360°

Image / Impact

- Strengthen brand desirability
- Build credibility through impact
- Align brand with meaningful causes

Visibility / Awareness

- Gain visibility in trusted contexts
- Be visible through causes people care about
- Increase brand recognition

Customer Acquisition

- Access new audiences ethically
- Create indirect business opportunities
- Combine engagement and giving back

Opportunities

CSR has moved from a “nice to have” to a strategic requirement

Companies are increasingly expected to step in where institutions pull back

Employees and clients increasingly expect companies to act responsibly

Companies achieve greater impact by being part of solutions to complex situations

Challenges

Organizations must be structured to meet corporate expectations

Tools and frameworks are needed to deliver impact, visibility and engagement

Partnerships now require readiness, not improvisation

Working together allows NGOs to offer scalable, credible solutions



Speaking the company language

Impact is gold. Measurement is the currency.



Partnership Readiness Checklist

1. Clear strategic intent for engaging with the private sector
2. Defined ethical guardrails and partnership boundaries
3. Articulated and differentiated corporate value proposition
4. Structured and calibrated partnership offer (formats, levels, scope)
5. Measurable impact framework with reporting discipline
6. Dedicated internal ownership and governance process
7. Professional engagement tools and partnership materials



Contact

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NGO Testimonies



Fabien LEIMGRUBER

Head of Cyber Resilience
CyberPeace Institute



Maarten DE WINTER

Sr Partnership Development Manager
Union for International Cancer Control

Q&A

Reminder about CAGI services

Exclusive to NGOs registered with CAGI:

Rent a meeting space at *La Pastorale*



Post an offer on CAGI's Recruitment Platform



Open to the entire International Geneva community:

Buy discounted tickets for cultural events



Thank you
for your attention
& participation

Civil Society Service – NGO Support

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