

Why Partner With SBC?

Partnering with Stanford Blood Center (SBC) is a great way for your organization to give back to the community and help save lives.

How to Partner with Us

We offer a variety of partnership levels, each with different contribution requirements and services we offer in return. The levels include the following:



Sponsor

What you do for us

Sponsor-level support involves either fully or partially sponsoring a promotion for our donors, with the goal of promoting blood donation.

- This is usually a tangible item – a coupon for a sandwich, movie tickets, a free burrito, etc.
- You can sponsor a promotion that takes place at our only our center locations, only mobile drives, or both centers and mobiles.

What we do for you

- Co-branded advertising
- Your logo featured in our donor newsletter and on digital display screens in our donation centers before/during the promotion
- A co-branded social media campaign before/during the promotion
- Recognition on the SBC website for one year
- Additional promotional materials as appropriate



Champion

What you do for us

Our Champion-level partners host mobile blood drives! We hold a variety of different mobile drives: drives hosted by a company, school drives, drives hosted by passionate individuals... we value each and every one of them. As a Champion, you:

- Work with our Field Recruitment Representatives to organize logistics of the drive
- Spread the word about the drive
- Host the drive at your organization, if appropriate

What we do for you

- Our Field Reps will provide you with any materials/education necessary to help you with any questions you might have about hosting a blood drive
- We recruit donors for you, although we do appreciate you spreading the word!
- We provide mobile drive publicity materials for you to share
- We offer educational presentations for any groups interested in learning more about blood donation
- We include your logo on our website



Contributor

We have three contributor-level programs that you can participate in: Community Outreach, Donate Your Points Back, and Give Good. All contributor-level partners must be non-profits.

Community Outreach

What you do for us

- You must be holding an event that we can sponsor
- We encourage our partners to use any available communications channels to spread the word about the partnership.

What we do for you

- We sponsor part or all of your event and attend in-person to promote blood donation.



Contributor

Donate Your Points Back

What you do for us

- We encourage our partners to use any available communications channels to spread the word about the partnership.

What we do for you

- We feature you in our Donor Loyalty Store for one year. Our donors have opportunity to “donate” the loyalty points they earn each time they give blood back to your organization. The number points donated gets converted to a dollar amount, then presented to the partner.
- We organize a check ceremony for you and invite donors who gave the most points to your organization.
- We ask that the partner host the ceremony and provide some type of activity (e.g., offering a tour of your facility).

Give Good

What you do for us

- The Give Good partner hosts a mobile blood drive some time during the month of January.
- We encourage our partners to use any available communications channels to spread the word about the partnership.
- We also ask the partner to host a check ceremony where we present them with the money earned during the campaign.

What we do for you

- For every donor that comes in to SBC in January, we will make a financial contribution to your organization.
- We promote the partnership in a number of ways, including social media mentions, website features, custom publicity materials, etc.



Supporter

What you do for us

Supporter-level support involves offering our donors a discount coupon for your business.

What we do for you

- We can provide periodic social media mentions, your logo and a brief description in our donor newsletter, your logo featured on digital display screens in our donor centers and recognition on the SBC website for one year.



Philanthropist

What you do for us

There are two ways to offer philanthropist-level support:

- Make an in-kind donation to SBC. You can learn more at stanfordbloodcenter.org/get-involved/make-a-financial-gift
- Donate blood!

What we do for you

- We depend on the support and goodwill from our donors and community to help serve local patients. Without these generous donations, we would not be able to serve Bay Area hospitals and we are eternally grateful.