



Conscious Capitalism San Diego Partnership

Our Foundational Principles and Partnership Criteria

Conscious Capitalism® exists to elevate humanity through business. One of over 20 local chapters in the U.S., Conscious Capitalism San Diego is a 501(c)(3) non-profit organization dedicated to cultivating the theory and practice of Conscious Capitalism through events, presentations, publications and social media designed for business leaders, entrepreneurs, coaches, consultants and the broader consciously aspiring business community.

Conscious Capitalism San Diego (“CCSD”) is committed to creating a peer community/network of Partnerships, based on our shared values and shared vision.

CCSD Partners are aligned with the core principles of Conscious Capitalism, recognizing that:

- Business has a higher purpose than profit.
- Business exists as and in an interdependent system; creating value for all stakeholders in that system creates a healthier and more prosperous business.
- Conscious leaders serve their organization’s higher purpose by focusing on creating value for all of their company’s stakeholders.
- Conscious cultures are critical to the success of Conscious businesses.

Value to CCSD Partners

In alignment with our commitment to value creation, value exchange and mutual benefit, we work to create value for and engage with your organization as our Partner. Among the benefits CCSD Partnership provides for you are:

- Access to and membership in a purpose-based, peer learning community that supports your ongoing individual, team and organizational learning, growth and development
- Affiliation with the most powerful, emerging movement in the social/business landscape
- Opportunities to promote your role in the Conscious Capitalism community
- Access to conscious business people, information, special events, resources and opportunities
- “A seat at the table” with other Conscious Capitalism Partners to inform the ongoing development of the movement and organization.



Partnership Levels, Fees & Specific Benefits For CCSD Partners

Visionary CCSD Partner - \$10,000 annual fee

- Speaking opportunity at our events and programs (may include introduction, closing, webinar, or peer-to-peer facilitator role)
- Invitation to C-Suite executive events (cost of event not included)
- Opportunity to produce 3-min video story on your Conscious business practices and Conscious Culture. We will provide introduction and will post your video on CCSanDiego.org and via our newsletter distribution, our events and our social media (video production cost not included)
- Recognition/Branding opportunities: CCSanDiego.org, our blog, our directory listing, our newsletter, our events, our public relations and our social media)
- Use of CCSD logo for your business promotions
- (2) Two Business Leader CCSD Memberships, (4) Four Thought Leader CCSD Memberships

Leader CCSD Partner - \$5,000 annual fee

- Speaking opportunity at our events and programs (may include introduction, closing, webinar, or peer-to-peer facilitator role)
- Recognition/Branding opportunities: CCSanDiego.org, our blog, our directory listing, our newsletter, our events, our public relations and our social media)
- Use of CCSD logo for your business promotions
- (2) Two Business Leader CCSD Memberships, (2) Two Thought Leader CCSD Memberships

Collaborator CCSD Partner - \$3,000 annual fee

- Recognition/Branding opportunities: CCSanDiego.org, our blog, our directory listing, our newsletter, our events, our public relations and our social media)
- Use of CCSD logo for your business promotions
- (1) One Business Leader CCSD Membership, (2) Two Thought Leader CCSD Memberships

Sustaining CCSD Partner - \$1,500 annual fee

- Recognition/Branding opportunity (CCSanDiego.org)
- (1) Business Leader Membership, (1) Thought Leader CCSD Membership

Events and Programs (sponsorship of events and/or in-kind support opportunities available upon request with consideration given based on value to you and value to us.)



Value to Conscious Capitalism San Diego

As our CCSD Partner, you contribute critical value to Conscious Capitalism San Diego and the movement by providing your financial support, your expertise, your experience and your organization's very presence alongside ours. By collaborating with our CCSD operating team, together we will continue to build a robust organization that stimulates the proliferation and application of Conscious Capitalism through:

Events: Conscious Capitalism San Diego hosts events throughout the year designed for CEOs, and their executive teams, executives and entrepreneurs, and the consultants and coaches who serve and support them, and anyone else interested in fostering Conscious Capitalism.

Programs: Our CCSD Programs exist to elevate humanity by advancing the understanding and practice of Conscious Capitalism in the San Diego business community. We do this through education, mentorship, business community engagement and by modeling conscious business practices ourselves.

Workshops: CCSD is committed to developing informational tools and educational products and services to nurture and facilitate the understanding and practice of Conscious Capitalism for San Diego leaders and organizations on the journey of Conscious Capitalism.

Your Partnership supports us in continuing with this important work of elevating humanity through business. Join us!

If you'd like to join the Conscious Capitalism Corporate Partner community we invite you to start the process by contacting:

Danielle Grassi

Partnerships@CCSanDiego.org



Conscious Capitalism San Diego Code of Conduct for Partners

As a Conscious Capitalism San Diego (CCSD) sponsor, you are a representative of CCSD. You are asked to exemplify the CCSD mission: *To foster the adoption of conscious capitalism and activate the potential of purpose-drive organizations to maximize the value for all stakeholders. We do this through education, mentorship, business community engagement and modeling conscious business practices.*

We ask that, to the best of your ability, you model the values of Conscious Capitalism in your personal and professional affairs.

As a CCSD sponsor, you are expected to:

1. Observe the rights and responsibilities of chapter membership
2. Conduct all your affairs with high integrity, especially in your association with CCSD
3. Treat other sponsors, members, volunteers and guests with courtesy and respect, exemplifying servant leadership
4. Value diversity in individuals and encourage the inclusion of differing opinions in discussions
5. While sponsors are encouraged to publicize affiliation with Conscious Capitalism San Diego, it is inappropriate to use CCSD as a primary vehicle for promoting yourself or your business
6. You are encouraged to exercise the principles of Conscious Capitalism in all your affairs. While the decision to transact with anyone is your own business, you should consider the impact to CCSD prior to making decisions about how and with whom you do business.
7. Protect CCSD and its reputation by taking responsibility for your statements and actions concerning CCSD events, initiatives, and affiliates. Remember that, as a sponsor, your reputation is tied to that of CCSD.
8. Honor other people's work and respect privacy issues. Do not use materials or curriculum that contain photos, music, software or other material protected by intellectual property laws, rights of privacy or publicity or any other applicable law unless you own or control the rights or have received all necessary consents.

(cont'd.)

Values-Based Ethical Principles

Because of the very nature of CCSD as an organization dedicated to fostering the adoption of conscious capitalism and promoting integrity in business affairs, it is particularly important to the reputation of CCSD for its sponsors to adhere to the following values-based ethics principles:
(Adapted from a presentation by the City of San Diego Ethics Commission.)

1. Avoid the appearance of impropriety. Even if it doesn't violate the law, perception is very powerful.
2. Never put private gain above public good. Don't go close to the line. The farther away from the line, the easier it is to avoid the appearance of impropriety.
3. Live your life with humility. Never underestimate your capacity for self-deception. Surround yourself with friends and family who will remind you if you have deceived yourself.

CCSD reserves the right to terminate the relationship (without refund) with partners that:

1. Do not adhere to the *Code of Conduct* and *Ethical Principles*
2. Do not uphold the values of CCSD
3. Do not support the mission of CCSD
4. Advocate or encourage expressions of violence, bigotry, racism, hatred or profanity
5. Repeatedly interact unprofessionally or unreliably with CCSD representatives

In agreement to terms above:

Print Name

Signature

Date

Title

Company Name