

EVOLVE
BRANDING

EFFECTIVE
MEDIA/PR

ONLINE
INTERACTIVE

PLAN
EVENTS

**PARTNER &
PROMOTE**

COMPELLING
WRITING & DESIGN

MARKET
RESEARCH

ACTIVATE
GUERILLA

DRIVE
FUNDRAISING

RALLY
CAUSES

EFFICIENT
AD BUYING

PARTNER & PROMOTE

the shape of things to come™

Overview

Everyone knows that partnerships and cross-promotions are good for business. The question is, why? By partnering with another organization, campaign or business (or all of the above), you're maxing each of your individual marketing dollars for something broader and more effective while also gaining access to a corresponding, ideal demographic for your own product. All without spending a lot of money. Yay for you! Plus, playing nice in the sandbox is just good for everyone. Forget about all those lessons you learned about competition in B-school. The 21st century is here and it's about collaboration, coordination, and cross-promotion.

Program in Detail

In this age where everyone ignores marketing messages, collaborating with another group is an excellent way to get your product(s) out there in surprising ways that won't be ignored. Foursight Partners is your go-to agency for partnerships and cross-promotion. We know everyone, we do everything. We are collaborative personalities. We will work to strategically identify the ideal partnerships for you to find you those perfect demographics who are essentially primed and ready to hear your marketing message. We have the connections to make you (or your product) popular.

Use & Benefits

What's best, it's cheap. Cross-promotion can be as easy a mention in another group's newsletter. It can be as expensive as a mass large-scale branding campaign where you define your individual brands within the context of the other's. Foursight will bring you partnerships outside the obvious. Two arts groups? Yes. But we'll also partner your arts group with a cause or even, gasp!, sports or pop culture or science.

Ongoing or Intensive Consultation

Take advantage of the savvy and networking of Foursight Partners in one or two ways. First, enlist our help to narrow down and pinpoint an effective cross-promotion and partnership strategy through an intensive consultation. Second, contract with us on an ongoing basis so that we can always be on the watch for partnership and cross-promotion opportunities for your organization. We're here to help.



Benefits to Working Together

- Access larger audience at little-to-no cost
- Increase brand visibility
- Shared marketing costs means lower overhead
- More newsworthy PR stories
- Increase loyalty by connecting with the values of your customers and providing a greater resource to them
- Playing nice in the sandbox gives out good vibes for your organization; i.e. customers love organizations that get along well with others and shun those that are overly protective of their patrons

Testimonial

Utah Free Media
"By establishing UtahFM as a partner of many high-profile community organizations, Foursight Partners made Utah Free Media an international leader in community-based new media."
- Mike Place, co-director

Repertory Dance Theatre
"Foursight Partners is a powerhouse of collaborative ideas. They are invaluable in getting Studio D organized and off the ground. Through our work together we have been able to see a cross over between music and opera enthusiasts to modern dance enthusiasts and vice versa; and it has been an absolute pleasure to work and collaborate with them."
- Cynthia Yeo
pr & marketing director

Work Examples

- Flow Yoga
- Harvard Glee Club
- High Road for Human Rights
- Leonardo
- People's Market
- Salty Cricket
- Tag Soda
- Tracy Aviary
- USUO's Vivace
- Utah Cultural Alliance
- Utah Free Media

About Foursight Partners

Inspired by the belief that solid experience working in our clients' industries is indispensable to outstanding, sustainable results, the capabilities of Foursight Partners span the full spectrum of communications services in the arts, government relations, the nonprofit world, and business in Utah. With three seasoned principals, our firm provides distinctive, comprehensive solutions to organizations that want their money to be well spent and results to speak for themselves.

Foursight Partners was formed in 2009 by Patrick Commiskey, Patrick Thronson and Crystal Young-Otterstrom.

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