

Grand Slam Giving

Corporate Partnership Proposal – Healthcare Nonprofit and Major League Baseball Team, Phoenix

Portfolio Work Sample — Liz Sahadi Smith

Collection

Media Intelligence & Relational Capital

Engagement Type

Corporate Partnership Proposal

Organizations

Healthcare Nonprofit, Phoenix and Major League Baseball Team, Phoenix

Type

Submitted Proposal

How to Read This Piece

Work Submission

This is an original work submission: a corporate partnership proposal designed to align a healthcare nonprofit's mission with a professional sports team's community engagement objectives. It demonstrates corporate partnership architecture and the discipline of answering a corporate executive's primary question – what does our organization get from this – structurally, without making it the center of the document.

What This Shows

Corporate partnership architecture, dual-value proposition design, event-based giving framework construction, season-long engagement modeling, brand alignment strategy and the ability to make institutional needs and corporate objectives mutually reinforcing rather than sequentially addressed.

Strategic Frame — Why Corporate Partnership Proposals Are a Distinct Discipline

Corporate partnership proposals require a different approach from grant writing, media pitches or donor appeals. The reader is a corporate executive whose primary question is: **what does our organization get from this?**

The proposal must answer that question – but structurally, not explicitly. Making ROI the center of the document signals transactionality. Embedding ROI into the program design itself signals strategic alignment. Grand Slam Giving does the latter.

The Baseball Frame

Gives the team a branded platform that fits their identity.

The Jumbotron Leaderboard

Creates in-stadium engagement throughout the game.

Season-Long Components

Give the partnership ongoing visibility rather than a single news cycle.

Player Matching Program

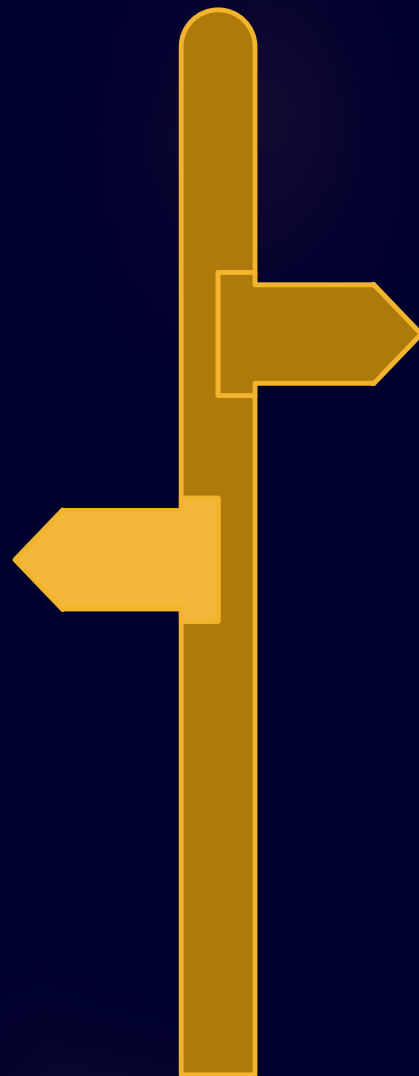
Creates an organic player-community story the team can use in its own communications.

The healthcare nonprofit's needs are met. The team's community engagement objectives are also met. **That alignment is the proposal.**

The Campaign — Grand Slam Giving: Beat the Heat Night

⚠️ Phoenix summers are relentless. For people facing homelessness without shelter, they are life-threatening.

This campaign connects a community's love of baseball to a cause that is both urgent and local – and gives fans two clear ways to act.



By anchoring giving to a beloved local institution – the baseball team – the campaign transforms a public health crisis into a community moment, making generosity feel both accessible and exciting for fans at every level.

Giving Tiers — Fan Choices by Level of Impact

Every fan can participate. Four giving tiers create clear, meaningful choices — from immediate heat relief to lasting capital investment in the community.

Tier	Amount	Impact
Single	\$5	Heat relief essentials — water, sunscreen and cooling supplies
Double	\$25	Sponsor a hydration kit including IV fluids and street care through the IV Hydration Pioneer Program
Triple	\$50	Support senior care, helping vulnerable patients recover with dignity through respite and outreach
Home Run	\$100	Contribute to the capital campaign for a third respite center, expanding care for those in need

Game Night Highlights



Ceremonial First Pitch — IV Hydration Pioneer

The caregiver who pioneered street IV hydration shares her story before delivering the first pitch. A short video spotlights her work, showing how this innovation has saved lives in Phoenix's harshest conditions.



Interactive Cooling Zone

Fans visit a Beat the Heat booth to learn more about hydration kits, see plans for the new respite center and donate directly.



Live Leaderboard

A Grand Slam Giving tracker on the Jumbotron displays real-time progress for each giving tier, creating in-stadium excitement and engagement throughout the game.



Fan Challenges

Tier-specific giving tied to key game moments — \$25 for every home run, \$100 for every strikeout.

Season-Long Opportunities

1

Grand Slam Challenge

Set a season goal to fund 1,000 hydration kits, \$50,000 for senior care and \$100,000 for the respite center – with updates shared at every home game.

2

Player Matching Program

Partner with team players to match donations during select games or milestone events. Creates an organic player-community story the team can use in its own media and communications.

3

Heat Relief Heroes

Recognize caregivers, patients and fans who make a difference, with shoutouts at key games throughout the season.

Why This Partnership Works

Both organizations gain distinct, measurable value. The partnership is designed so that each side's objectives are embedded in the program structure itself – not treated as separate asks.

What the Team Gets

- A branded giving platform that fits the team's identity
- Jumbotron and in-stadium engagement throughout the season
- An organic player-community story with media potential
- Community impact metrics for ESG and CSR reporting
- A cause that is timely, local and broadly relatable

What the Healthcare Nonprofit Gets

- Donor acquisition and visibility beyond the organization's existing audience
- Season-long partnership with sustained public presence
- Capital campaign momentum from a high-visibility launch moment
- Corporate partner relationship with a regional institution
- Two giving paths – immediate relief and long-term capital – for fans at all levels

Messaging

FOR IN-STADIUM AND PARTNERSHIP MATERIALS

Every summer, Phoenix brings the heat – but so do we. From lifesaving hydration on the streets to building a new respite center for seniors, this healthcare nonprofit is here to help our neighbors heal and recover. With the team, we can beat the heat together – one fan, one contribution, one life at a time.

A Grand Slam does not happen every day. But tonight, you can make one. Whether it is \$5 for heat relief or \$100 to build a new respite center, your support makes an immediate and lasting impact for people in need.

A Note on Long-Cycle Relationship Work

A corporate partnership proposal does not always produce an immediate signed contract. The first pitch outcome – which came six months after this proposal was presented internally and after the author had departed the organization – illustrates something important about long-cycle relationship work: a well-structured proposal seeds a relationship that can produce a meaningful public moment on a timeline the author does not control.

- ✔ The strategy does not expire when the author leaves. That is **Resilience Architecture** in practice.

About Liz Sahadi Smith

Strategic communications executive with 25 years of experience architecting institutional narrative, governing AI-era brand reputation and building resilience infrastructure for organizations operating under high public scrutiny.

Narrative Arbitrage — Category Engineering

Engineered the climate-adaptive healthcare category to bypass political friction and generate \$18M in earned media value. The category was adopted by partner organizations statewide.

Algorithmic Brand Governance

Architects organizational Share of Model strategy, ensuring authoritative citation status in AI-generated outputs and governing how institutional reputation is synthesized across media and information platforms.

Resilience Architecture — Reputational De-risking

Designs crisis communications infrastructure that outlasts staff transitions and survives narrative hijacking. Built systems that achieved 143% positive sentiment across 113 consecutive days of record heat and contributed to the first heat death decline in a decade.

Relational Capital Stewardship

Manages high-value media and institutional relationships as balance-sheet assets — PBS/WETA documentary feature, coverage in The New York Times, Reuters, AP, NPR, BBC and Politico. 91% award win rate — 20 wins from 22 submissions.

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