



Business-Funded Program Sponsorships

WHAT to SAY

Share your business & brand
with the community

Join us to support kids' health and
eating disorder prevention!



Prevention Education: What is What to Say Parents?



What to Say Parents is a free, research-backed suite of tools that equips parents and caring adults with simple, practical language to help kids build positive body image and a peaceful relationship with food.

WithAll is a nationally recognized nonprofit leading the movement to prevent eating disorders and body dissatisfaction—partnering with experts to give families accessible, actionable guidance they can trust.

FREE VIDEOS, ARTICLES & GUIDES

What to Say gives parents quick, research-backed tools they can use right away. Our 3 Simple Shifts video and practical guides offer simple scripts and examples for tricky moments like body comments, food worries, and comparisons to peers or social media.

TIP OF THE MONTH

Each month, thousands of parents receive a short, actionable tip straight to their inbox. These emails offer relatable guidance, conversation starters, and insights from experts, helping adults navigate tough food and body moments. It's support that feels doable, not overwhelming.

WHAT TO SAY FOR ME

Each month, thousands of parents receive a short, actionable tip straight to their inbox. These emails offer relatable guidance, conversation starters, and insights from experts, helping adults navigate tough food and body moments. It's support that feels doable, not overwhelming.

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Estimated Reach	200,000	150,000	125,000	100,000	40,000
Social & Ad Recognition	✓ 12-24 spots (12 mo) ✓ Custom targeting	✓ 10-16 spots (12 mo) ✓ Custom targeting	✓ 6-12 spots (12 mo) ✓ Custom targeting	✓ 4-8 spots (12 mo) ✓ Custom targeting	✓ 3-4 spots (1 mo) ✓ Custom targeting
Logo on Program Page	✓ 12 months	✓ 12 months	✓ 12 months	✓ 12 months	✓ 1 month
Logo on Program Emails	✓	✓	✓	✓	✓
Logo on WithAll Homepage	✓ 12 months	✓ 12 months	✓ 12 months	✓ 9 months	✓ 6 months
Employee Tools & Free Resources	✓	✓	✓	✓	✓
Mission Impact Report (w/ Demographics reached)	✓	✓	✓	✓	✓ ³

Benefits of Sponsoring a Program (instead of a Gala or Golf Tournament)

SPONSOR RECOGNITION BENEFITS	GALA/GOLF EVENT (Past Years)	PROGRAM SPONSORSHIP (New Opportunity This Year!)
Recognition of Your Sponsorship in Front of # people	140	40,000 – 200,000 (based on which program sponsored)
Audience reached	General – unspecified	WithAll will direct the social media recognizing your sponsorship to your business' targeted market segment.
Recognition of your sponsorship on WithAll's Social Media Channels	1-2 posts the week of the event only at \$10-\$15K level	1-2 exclusive spots for 1-12 months (based on sponsorship selected)
Your Logo on WithAll Newsletter	Once with all other sponsors	Exclusive Placement in 1-4 Newsletters
Logo on WithAll's website for __ months	2 months	6-12 months (based on which program sponsorship)
Sponsorship recognition + impact story for your intranet & free resources for your employees	No	✓
Mission, Impact, & Marketing Reach report (including target market segment reached)	No	✓

FAQ

Question: *As a past event sponsor, I knew my business logo/brand was in front of a captive audience. How can I be sure the same will happen with a Program Sponsorship?*

Answer: WithAll's Program Sponsorship reach goes far beyond a single day event.

Our average 5.57% social media engagement rate and 45% email open rate are *well above industry standards* (1–3% for social, 25–28% for nonprofit email).

Even at the minimum sponsorship level (see bottom row on sponsorship grid) more than 4,000 people are actively engaging, through trusted, high-impact channels, with your brand/business! This is nearly 29 times the size of an event audience!

Benefits of Program Sponsorship (compared to Event Sponsorship)

- **Sustained Reach:** Your brand is seen throughout the year, not just at one event.
- **Measured Impact:** We track and share impressions and engagements across digital and program touchpoints.
- **Deeper Connection:** Families, coaches, pediatricians, and teachers see your company standing with them, not just sponsoring an event they don't / can't attend.

Target Audience

Trusted by families, educators, and experts—see who you’ll reach.

WithAll Unique Benefit

We will work with you to customize the demographics to target (within the adult role model audience).

Guaranteed Minimum Reach

4K+

Email & Programming Reach

15K+

Social Media Reach

Channel	Audience Size	Key Demographics
Web	40K+ annual users	66% female, 34% male; top ages: 18–34; 11% family-focused; 52% U.S. audience
Email	4.3K+ subscribers	70% female, 21% male; 43% aged 35–54; top cities: Minneapolis & St. Paul, MN
Social	4.3K+ followers	91% female, 9% male; 35% aged 35–44; 91% U.S.-based; top city: Minneapolis, MN

Why Partner with Us?

When you partner with
WithAll, you can feel
confident that your dollars
are driving meaningful
change and smart brand
value.

In Partnerships with:



Why Partner with Us?

Trusted by
organizations and
businesses like yours.

Forward-thinking companies
already partner with us to lead
boldly on kids' mental and physical
health.

WithAll 

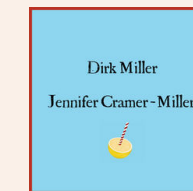
Grateful for past and ongoing support from these
community-minded businesses:



**Kitty and Mark
Westin**



Wealth
Management



UBS

UNRL®



KRAUS-ANDERSON®



Christensen
Group
Insurance



**Brian
Carlson**

Why Partner with Us?

Trusted by experts.

Our work is built on 40+ years of research and endorsed by leading voices in child health and eating disorder prevention.

WithAll's Expert Advisory Panel

A diverse group of clinicians, researchers, and advocates who guide our work, including leaders from:

- Mayo Clinic
- Rutgers University
- University of Minnesota Medical School
- Indiana University School of Medicine
- Accanto Health
- Pennington Biomedical Research Center
- And more!

Why Partner with Us?

Trusted by the people we serve—and your future customers.

96% of What to Say users report positive, helpful change as a result of our tools.

What to Say Program Testimonial:

“

WithAll's resources have helped me help my kids to build and maintain healthy relationships with their bodies and food.

Thank you for helping me create a healthy space for my kids to develop and learn about their bodies, food, and the world they are in.

— Kristy, Coach & Parent

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About Us

Who We Are:

WithAll is a 501(c)(3) nonprofit dedicated to preventing eating disorders and supporting lasting recovery.

Our Funding Model:

We are 100% funded by generous businesses, individuals, and families.

Our Programs:

What to Say

Serves parents, educators, coaches, health professionals, and other adult role models with basic tools to support kids' healthy body image and positive food relationships.

Recovery Support Program

Offers grants to help individuals in intensive treatment for eating disorders cover rent, mortgage, or grocery expenses.

Why equip adults to support kids' healthy body image & food relationships?

70% of our girls and 40% of our boys feel bad about how their bodies look. This “feeling bad” is a serious health issue—and a leading risk factor for eating disorders, depression, anxiety, low self-esteem, and other life-altering health conditions.

The good news: We can address and prevent this pervasive harm before it starts. WithAll's What to Say Initiative is a bold, first in the nation, research-backed solution that's already working.

Developed by experts in the field, the What to Say tools provide **parents, coaches, teachers, and health care professionals** with what to say to reduce the environmental drivers of body image and food issues.


Through online content, live webinars, and digital trainings, we reached over **600,000 adults last year**, positively impacting **1.3 million kids globally**.



Let's Connect

We'd love to discuss how we can partner to protect kids while showing families that your brand stands for health and every kid's right to belong.

WithAll 

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