

BETTERIST

Personal Development Community · Colorado Springs, CO

PARTNERSHIP PACKET

About Betterist

Betterist is a community-driven personal development organization built on one foundational belief: community creates transformation. We bring people together to grow socially, physically, and financially — in a space that is welcoming, fun, and real.

We are currently active with our Interpersonal Skills division (social confidence, authentic connection, communication mastery) and expanding into Personal Fitness and Personal Finances over the next 3–12 months.

HOW WE REACH PEOPLE

- ✓ Bi-weekly free community Meetup events (25+ attendees, building)
- ✓ Paid workshops on alternating weeks (\$10–15, accessibility + sustainability)
- ✓ Professional website at betterist.co
- ✓ Social media presence and local community networking
- ✓ 2x/week social media reels with local SEO optimization (in development)
- ✓ Bi-weekly email newsletter (in development)
- ✓ Community booth presence at local farmers markets and craft markets (in development)

OUR AUDIENCE

Professionals, entrepreneurs, young adults, and community members (ages 20–55) actively seeking personal growth, meaningful connections, and self-improvement. These are engaged people who show up, participate, and invest in themselves.

Why Partner With Betterist?

- ✓ Access to an engaged, growth-focused audience across multiple touchpoints
- ✓ Brand visibility through in-person events, website, and social media
- ✓ Association with a mission-driven, values-based community — not just transactional marketing
- ✓ Networking opportunities with community members and other aligned partners
- ✓ Long-term growth potential: expanding into Fitness and Finance means your partnership grows with us
- ✓ Personal referrals from NickBen, who actively attends 3–4 networking events per week across Colorado Springs

We are intentional about our partners because we want businesses that genuinely align with building stronger communities — not just buying audience access. The right partners amplify this mission.

Partnership Tiers

COMMUNITY PARTNER *Exchange-Based — No Cash Required*

WHAT YOU CONTRIBUTE (EXAMPLES — OPEN TO DISCUSSION)

- ✓ Your space to host Betterist events (venue, tables, chairs, setup)
- ✓ Product samples or branded swag for attendee take-home bags
- ✓ Food, drinks, or desserts for event attendees (restaurant or venue partners)
- ✓ Discounts or specials offered to Betterist attendees

WHAT YOU RECEIVE

- ✓ Verbal thank-you and business mention at every event you support
- ✓ Your business included in attendee take-home bags
- ✓ Exposure to a growing, engaged Colorado Springs community
- ✓ Natural foot traffic from Betterist attendees
- ✓ Business listing on betterist.co with clickable link
- ✓ Personal referrals from NickBen at local networking events

STANDARD PARTNER *\$100–\$200/month — Negotiable*

WHAT'S INCLUDED

- ✓ Logo on all digital event materials and social media promotions
- ✓ Verbal recognition at all Betterist in-person events (25+ attendees)
- ✓ One promotional opportunity per event (sample, discount code, brief announcement)
- ✓ Business listing on betterist.co with clickable link
- ✓ Monthly social media shoutout on all platforms
- ✓ Personal referrals from NickBen at local networking events


Side-by-Side Comparison

| BENEFIT | COMMUNITY PARTNER | STANDARD PARTNER |
|-------------------------------------|-----------------------|------------------------------|
| Verbal recognition at events | ✓ | ✓ |
| Logo on digital event materials | ✓ | ✓ |
| Website listing with clickable link | ✓ | ✓ |
| Monthly social media shoutout | ✓ | ✓ |
| Personal referrals from NickBen | ✓ | ✓ |
| Monthly Investment | Free (Exchange-Based) | \$100–200/month (negotiable) |

Next Steps

Ready to partner with Betterist? Contact NickBen to discuss which partnership option is right for your business, customize your package, and start building community impact together.

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Thank you for considering partnership with Betterist. Together, we build stronger communities.