



Talking Points: Business-Community Partnership Sponsorship

Use these talking points when speaking with a local business or organization about sponsoring the SpotOnResponse Business-Community Partnership. These points are designed to be conversational and flexible, so feel free to adapt them to the audience and situation.

1. The Big Shift

FEMA is going away — or at least the Feds are pulling back. That leaves us at the local level responsible for coordinating disaster response and recovery. We're not just talking about being responsible for first responders — we're talking about the whole community: shelters, supply distribution, business continuity, rebuilding, and community recovery.

2. Why You (the Business) Matter

Your business is a critical part of our community. You employ local residents. You serve local families. If a disaster hits, it affects your people, your operations, and your bottom line. So having you in the loop during an emergency isn't just helpful — it's essential.

- Emphasize how the sponsorship benefits everyone in the community. BUT, when the business reopens faster, it increases its chance of survival. The US Chamber of Commerce says that 40% of small businesses fail after a disaster. So this is about making sure that businesses, government, and nonprofits are all using the same tools and systems so the ALL can survive and prosper. You, as a business, have your success on the line.

3. The Tool: SpotOnResponse

We want to use a mobile app and web application platform called SpotOnResponse that gives us the ability to connect emergency managers, nonprofits, businesses, and other partners in real time. Everyone can receive announcements, report status, request help, and see what's happening across town — right from their phone or computer.

- Emphasize that SpotOnResponse is a proven, easy-to-use tool that integrates multiple sectors—businesses, nonprofits, first responders, and local governments—into one coordinated network. Focus on how this can bring organizations together quickly and effectively, even before emergencies arise.

4. The Opportunity to Sponsor

Through the Business-Community Partnership, you can sponsor a subscription to SpotOnResponse for our entire local team — up to 100 devices in any organizations we need to build a resilient community — for just \$1,000 per year.

- Position the sponsorship as an investment in both the business's future and the community's well-being. Stress the low cost and high impact of sponsoring 100 licenses for \$1,000. Make it clear that businesses are not only helping others but ensuring that their own operations and the local economy are better prepared for emergencies. Finally, if they want to team up with a couple of other businesses, or take this to their Main Street Association or Chamber of Commerce, you will help.

5. What You Get in Return

As a sponsor, you'll get:

- To use the app along with your neighbors to plan, practice, and protect your business in an emergency
- Visibility as a community safety leader, we'll make sure the press and public know
- Stronger relationships with local government and emergency services
- Peace of mind knowing you're part of the response — not waiting on it

6. It's Simple to Do

All you need to do is say yes. We'll point you to the website to subscribe and pay with any major credit card. Then, we'll take over to distribute the app to dozens of local partners. We'll make sure they get their information in, practice using the app, and are ready to make our community more resilient every day.

7. This Is a Moment to Lead

Please remember. This is not about charity — it's about readiness and leadership. You're protecting your people, your customers, and your operations — and helping the entire community do the same.

You know how fast things can go sideways. With your help, we can be ready — not just to survive, but to recover stronger. Can we do this today?