CORPORATE SPONSORSHIP OPPORTUNITIES
ABOUT BUSINESSES ENDING SLAVERY & TRAFFICKING

VISION: BEST strives to help create a world in which no one is trafficked. BEST believes that every person has the right to be free from commercial sexual exploitation and forced labor.

MISSION: Align and equip leaders to use the power of business to prevent human trafficking.

BEST was created to keep children and vulnerable people safe from human traffickers.

WHAT IS HUMAN TRAFFICKING? Human trafficking is (1) the use of force, fraud, or coercion to compel a person into work or prostitution or (2) engaging a minor in a commercial sex act.

The national response to human trafficking has largely been focused on victim identification and services. While these interventions are essential for identifying and recovering victims, both take place after the crime occurs. With the help of BEST, employees are proactively protecting vulnerable people from exploitation.

OUR PROGRAMS

Employer ACTS is the name of the overarching program that includes all of the different services BEST provides for employers. ACTS represents:

1. Awareness
2. Consultation
3. Training
4. Safe Jobs

BEST raises awareness about how employers can help stop human trafficking. BEST consults on best practices and provides model policies for employers. BEST trains employees to implement best practices and stop exploitation before it happens. BEST enables employers to provide jobs for survivors of trafficking and people considered at-risk.

The Scope of the Problem

- An initial study suggests that a peak time that people are procuring sex online is 2:00 P.M.
- 300-500 children are prostituted in greater Seattle. Most of these youth are citizens of the United States.
- The typical age of entry into prostitution is between 13 and 15 years old.
- At least 81.5% of sex trafficking crimes take place in hotels.
- In a 24 hour period, 6,847 men in Seattle solicited sex on one website. There are over 100 such websites.

- An initial study suggests that a peak time that people are procuring sex online is 2:00 P.M.
- 300-500 children are prostituted in greater Seattle. Most of these youth are citizens of the United States.
- The typical age of entry into prostitution is between 13 and 15 years old.
- At least 81.5% of sex trafficking crimes take place in hotels.
- In a 24 hour period, 6,847 men in Seattle solicited sex on one website. There are over 100 such websites.
OUR GOALS

Since 2012, we have made a measurable social impact, and yet our work is just beginning. By 2021 we aim to do the following:

- Reach 3.5 million people with awareness about human trafficking.
- Train 37,000 employees from at least 1,000 businesses to prevent trafficking.
- Help 75 survivors gain safe employment.

“Police and prosecutors cannot combat human trafficking on our own. We also need private companies to step up to the plate.”

_Cyrus Vance Jr._

**Manhattan District Attorney**

“Working with BEST to develop and provide valuable resources for the lodging industry has proven to be extremely valuable for our members, to our association, and to our state. I am proud of the Washington Lodging Association’s partnership with BEST and I continue to recommend BEST to other lodging associations throughout the country.”

_Jan Simon_

**President and CEO**

Washington Lodging Association

2012-2015

BEST sustains its work through the generosity of individuals, foundations, and corporations.

ORGANIZATIONAL FACTS

Year Founded: 2012
2018 Budget: $358,546
2019 Budget: $600,880
Participating Businesses: 1,000+

BOARD OF DIRECTORS

Kitty Suidman, Board President, Sonos
Michael Maine, Menrva Labs
David Huether, Retired
Anne Kerker, Travelopia
Mar Brettmann, Executive Director, BEST
Kenneth Andrew, Microsoft
Megan Minarik, Zulily
Mikaela Kiner, Reverb

ADVISORY BOARD

David Arkless, CDI Corporation
Marjorie Chadsey, Retired
Doug Dreher, The Hotel Group
Allison Peake Parker, The Seattle Foundation
Lorinda Rowledge, EKOS

AWARDS AND RECOGNITION

2017 Pooled Fund Grant Award Winner
Washington Women’s Foundation

2015 Allied Member of the Year Award
Washington Lodging Association

2013 Award for Leadership and Contribution to the Lodging Industry
Washington Lodging Association

2012 Leadership Award for Change Agent
Sustainable Seattle
## CORPORATE SPONSORSHIP OPPORTUNITIES

### Sponsorship Benefits

<table>
<thead>
<tr>
<th>Contribution</th>
<th>CHAMPION</th>
<th>AMBASSADOR</th>
<th>MENTOR</th>
<th>PARTNER</th>
<th>ADVOCATE</th>
<th>FRIEND</th>
<th>SUPPORTER</th>
</tr>
</thead>
<tbody>
<tr>
<td>$50,000</td>
<td>$25,000</td>
<td>$10,000</td>
<td>$5,000</td>
<td>$2,500</td>
<td>$1,000</td>
<td>$500</td>
<td></td>
</tr>
</tbody>
</table>

- Social media mentions (Facebook, Twitter, or LinkedIn):
  - CHAMPION: 4
  - AMBASSADOR: 4
  - MENTOR: 3
  - PARTNER: 3
  - ADVOCATE: 2
  - FRIEND: 1
  - SUPPORTER: 1

- Company logo featured on corporate sponsorship page:
  - CHAMPION: ✓
  - AMBASSADOR: ✓
  - MENTOR: ✓
  - PARTNER: ✓
  - ADVOCATE: ✓
  - FRIEND: ✓
  - SUPPORTER: ✓

- Hyperlink to your company website:
  - CHAMPION: ✓
  - AMBASSADOR: ✓
  - MENTOR: ✓
  - PARTNER: ✓
  - ADVOCATE: ✓
  - FRIEND: ✓
  - SUPPORTER: ✓

- 100-word description of your company:
  - CHAMPION: ✓
  - AMBASSADOR: ✓
  - MENTOR: ✓
  - PARTNER: ✓
  - ADVOCATE: ✓
  - FRIEND: ✓
  - SUPPORTER: ✓

- Blog post recognizing and linking to your company on BEST website:
  - CHAMPION: ✓
  - AMBASSADOR: ✓
  - MENTOR: ✓
  - PARTNER: ✓

<table>
<thead>
<tr>
<th>License to access BEST online training for up to # employees</th>
<th>75,000</th>
<th>50,000</th>
<th>10,000</th>
<th>2,000</th>
</tr>
</thead>
</table>

- Customized presentation to your employees or executive team:
  - CHAMPION: ✓
  - AMBASSADOR: ✓