

# Template of 5 talking points to local café from Dad leader



## Talking points for partnering with a local café:

- Do you currently support any local community organisations?
- Do you currently spend any money on promotion and marketing in the local area?
- You guys have the best coffee and Dads Group Inc is a not for profit community organisation who partners with the best cafes to provide a meeting space for local dads and their kids to connect in an informal, socially supportive setting. This in turn promotes family wellbeing and a host of proven societal benefits.
- Your investment as a business is \$8 to \$12 worth of in-kind sponsorship (free coffees)
- In return promote your café on social media as the best café in our area to go to and as a business that is invested in its community, actively engaged in supporting community members.
- We aim to have weekly or fortnightly events for 45 minutes here with a few other dads and their kids. Each time we meet we upload images to our social media pages linking you and promoting you as a supportive, engaged community business.