**Event**

As an organization that supports children through sports, were are focused on raising funds that will assist as in the whole process as whole. It is this process that we have to partner with the different well-wishers in an effort to make more sales for us to be able to raise more funds that will help us to be able to support even more children through sporting activities. This is something that will generally help the many different organizations to be able to increase their publicity as well as contribute to the helping of different children that will benefit from the program.

The event will be basically in an effort to make sales for the organizations goods in an effort to raise the funds. The two parties that will benefit will be the children that are involved in the process of as well as those that will receive funds from the different organization. The other parties that will benefit will be the sponsors that will be able to come on board to help increase the sales. This is an important thing that will help ensure that the organization will be able to make its sales and meet the set targets. This is where the Carnivore meats will be able to benefit from if they are able to participate in helping the organization.

**Unique Selling Position :**

There are several benefits that the organization that will take part in this will be able to get. The first is that they will be able to ensure that they are able to create a mindset of helping others in the mind set of their customers. As a consequence, it is possible for the organization to be able to increase their customer loyalty to the brand because they will be able to feel a connection in that they are also giving to the needy through their purchase in the organization (Hopkins, McLaughlin and Scot, 2012).

Second, the business is able to build the goodwill that the business needs. Through participating in such activities, the business will create good will for the organization among the public. Such a thing will benefit the business greatly and ensure that they can grow in different ways among them finically as well as through their customer base. The good will may also help them to increase their sales because they will have more customers willing to purchase their goods. It is also notable that the organization will have to increase their value with regards to the way that they are known.

It also brings new people through the doors of the organizations. This is something that makes sure that the different people that are involved are able to be introduced to the products of the business. When such sponsoring takes place, it is notable that majority of the people are able to increase the publicity of the company. This leads to the firm being able to reach even more customers than it had in the past. It is also important that such activities help the organization to be able to complete its corporate social responsibility. This is basically how they are able to give back part of their profits to the society in a manner that it helps those that can be considered to be needy.

Majority of organization do help different non-profit organizations in many different ways. As a result, one can be able to note that there are very many people that are active in the whole process. One can also be able to note that majority of the people that are involved can be considered to be benefiting in ether being helped by the nonprofit organization of by making sure that the company that will sponsor is able to get more sales from the many people that will be able to take part in the whole process.

Hopkins, B. R., McLaughlin, T. A., & Scot, L. (2012). *Nonprofit law & finance essentials e-book set: Tools to manage money & mission*. Hoboken, N.J.: John Wiley & Sons.