Partnerships & Funding Strategy

Key Partnership Types:

Partner Type	Example Partners	Mutual Benefit
Institutional Partners	Turismo do Porto e Norte, Câmara Municipal, Parish Councils	Legitimacy, policy support, access to local networks.
NGOs & Community Centers	Re-Food, CASA, Surfrider Porto	Activity hosts, impact measurement, local engagement.
Hospitality Sector	Hotels, hostels, Airbnb hosts	Integration of experiences in guest offers, cross-promotion.
Corporate Partners	Local companies, factories, co-working hubs	CSR volunteering, team-building, sponsorships.
Universities / Schools	PBS, Católica, IPP, ESEIG	Research collaboration, student engagement.
Media & Influencers	Local travel media, sustainability advocates	Awareness and brand positioning.

Funding Opportunities:

Funding Source	Type	Target Use
EU / National Grants	Public (Turismo de Portugal, Erasmus+, Portugal 2030)	Pilot financing, tech platform, marketing.
Impact Funds & CSR Programs	Private / corporate foundations	Co-branding, social innovation partnerships.
Angel Investors & Social Venture Funds	Equity or convertible note	Tech development, scaling to other cities.
Revenue-sharing with NGOs	Internal partnership model	Strengthens community buy-in and co-ownership.

Building Relationships & CRM Setup

- Create a small CRM (e.g., Airtable, HubSpot Free) with partner categories, contact status, funding cycles, and follow-up reminders.

- Schedule quarterly partner reviews to assess joint outcomes.

- Maintain transparent impact reports (volunteer hours, funds generated, communities reached).

- Position Kind Visit as a trusted connector. Not just a platform, but a movement for responsible tourism.