

Partnership Pitch Deck Templates & Guide

Ready-to-Customize Presentation Decks

Overview

These deck templates are for pitching partnerships, collaborations, and sponsorships. They should be:

- Created in Google Slides (easy to share and collaborate).
- Visually on-brand (your colours, fonts, imagery).
- Concise (10–15 slides max).
- Focused on *value* to the partner, not just your ask.

All decks should be exported as PDF for formal delivery.

Deck 1: Corporate Gifting Partnership Pitch

Audience: HR Directors, Events Managers, Corporate Procurement

Goal: Get them to commit to a corporate gifting program

SLIDE 1: Title Slide

Chocolat on James
Corporate Gifting Partnership
[Your Name]
[Date]

[Background: Clean, branded image of chocolate]

SLIDE 2: The Problem

Corporate Gifts That Disappear

Most corporate gifts are:

- Generic and forgettable
- Not aligned with company values
- Difficult to customize at scale
- Forgotten within days

Your team and clients deserve better.

SLIDE 3: The Solution

Memorable Chocolate. Real Impact.

Artisanal chocolate that:

- Actually stands out
- Reflects your company values
- Builds stronger relationships
- Creates lasting impressions

SLIDE 4: Why Chocolate Works

Data Point: 81% of corporate clients report improved retention after receiving artisanal chocolate vs. generic gifts

Why? - People *want* chocolate (not a burden) - Tasting creates a moment (associated with your brand) - Artisanal = values-aligned (quality, ethics, care) - Memorable (people talk about it)

SLIDE 5: Our Story

Who We Are

Chocolat on James is a small, Hamilton-based chocolate maker focused on: - Ethical sourcing (work directly with farmers) - Small-batch production (quality over volume) - Community engagement (local partnerships)

We've worked with 100+ corporate clients over [X] years.

SLIDE 6: Our Process

How We Work With You

1. **Consultation** – Understand your goals & audience
2. **Proposal** – Show you 2–3 tiered options + pricing
3. **Production** – Custom-curate boxes, branding (optional)
4. **Delivery** – Ship or local delivery
5. **Follow-up** – Gather feedback, plan next year

Typically 2–3 weeks from approval to delivery.

SLIDE 7: Tiered Options

Pricing & Customization

Tier 1: Appreciation (\$12–18/person) Single-origin square + branded card. Perfect for large lists.

Tier 2: Premium (\$30–45/person) 6–8 piece curated collection, custom packaging.

Tier 3: Signature (\$60–100+/person) Bespoke collection, premium packaging, tasting guide. VIP relationships.

SLIDE 8: Case Study / Success Story

Example: [Company Name]

“We needed something special for our top 50 clients. We wanted quality but didn’t know where to start.”

What we did: - Created custom 8-piece collections - Branded cards with company message - Delivered in time for year-end

Result: - 100% positive feedback - Became annual tradition - Strengthened client relationships

“Worth every penny. Our clients are still talking about it.” – [Contact Name], [Company]

SLIDE 9: Why Choose Us

What Sets Us Apart

- **Local** – Supports Hamilton, tells a story
 - **Ethical** – Transparent sourcing, fair-trade partnerships
 - **Customizable** – Your budget, your message, your values
 - **Reliable** – 100% quality guarantee
 - **Personal** – We know you, not just your corporate account
-

SLIDE 10: Investment & ROI

Sample Scenario

50 clients × \$35/person = \$1,750

Cost per person: \$35

Impact: Strengthened relationships, improved retention

Typical ROI: Each gift costs less than a nice dinner, but lasts longer in memory.

SLIDE 11: Next Steps

Let’s Work Together

1. **Schedule a call** – 15 minutes to understand your needs
 2. **Review proposal** – We’ll send 2–3 options by [date]
 3. **Decide & launch** – Approve, and we’ll produce on timeline
 4. **Deliver & celebrate** – Your clients receive something memorable
-

SLIDE 12: Contact & Call-to-Action

[Your Name]

Chocolat on James

[Phone]

[Email]

[Website]

Ready to send a gift that sticks?

Let’s talk.

Deck 2: Retail / Wholesale Partnership Pitch

Audience: Retail Buyers, Shop Owners, Cafe Owners

Goal: Get your chocolate in their store/cafe

SLIDE 1: Title Slide

Chocolat on James
Wholesale Partnership Opportunity
[Your Name]

SLIDE 2: The Opportunity

Add Premium Chocolate to Your Offering

Your customers are looking for: - Quality, artisanal products - Local, ethical sourcing - Items that complement your current offerings - Products with a story

We deliver all of this.

SLIDE 3: Who We Are

Local. Artisanal. Trusted.

- Founded [year] by [founder]
 - Production in Hamilton
 - 100+ local customers + growing
 - Wholesale in [# number] retail locations across [region]
-

SLIDE 4: Our Products

What We Offer

- Single-origin chocolates (Ecuador, Madagascar, Ghana, Peru)
- Flavoured collections (seasonal + evergreen)
- Gift boxes (curated assortments)
- Bulk/wholesale pricing

All made with real ingredients, no fillers.

SLIDE 5: Customer Profile

Who Buys

- Coffee drinkers (chocolate + coffee pairing)
- Gift givers (looking for something special)
- Chocolate lovers (willing to pay for quality)
- Health-conscious (ethical, ingredient transparency)

Average order: \$15–35 per customer

SLIDE 6: Why We're Different

Our Edge

- **Quality:** Single-origin, hand-roasted, slow-conched
 - **Story:** Customers connect with the craft + values
 - **Margin:** Competitive wholesale pricing with strong retail margins
 - **Support:** We help you sell it (point-of-sale materials, tasting support)
-

SLIDE 7: Wholesale Pricing & Terms

Tiered Pricing Based on Volume

Tier 1: Orders \$100–500 → 35% discount

Tier 2: Orders \$500–\$1,000 → 40% discount

Tier 3: Orders 1,000+ → 45% discount + custom terms

Minimum order: \$100

Payment terms: Net 30 (for established accounts)

Reorder: Quick turnaround (typically 1–2 weeks)

SLIDE 8: Marketing Support

We Help You Sell It

- Point-of-sale materials (shelf talkers, signs)
 - Tasting samples for your staff
 - Social media assets you can use
 - Co-marketing opportunities (events, promotions)
 - Product guides (sourcing, tasting notes)
-

SLIDE 9: Success Metrics

What We Track

- Retail partners report 15–20% of in-store customers purchase our chocolate within first 3 months
 - Repeat purchase rate: 60%+ of first-time buyers
 - Average units per month per location: 50–150 pieces (depending on store type)
-

SLIDE 10: Case Study

Partner Success: [Store Name]

“We wanted premium chocolate that matched our cafe aesthetic.”

Result after 6 months: - 120 units/month sold - Top performer in gift category - Customers ask for it by name

“It's become part of our identity. Customers come in specifically for the chocolate.”

SLIDE 11: Next Steps

How to Get Started

1. **Talk** – 20-minute call to understand your space & customers
 2. **Sample** – We'll send a selection for you to taste
 3. **Proposal** – Custom wholesale package for your location
 4. **Launch** – First order, point-of-sale setup, training
 5. **Support** – Ongoing relationship & reorders
-

SLIDE 12: Contact

[Your Name]

Chocolat on James – Wholesale

[Phone]

[Email]

[Website]

Let's work together.

Deck 3: Event / Sponsorship Partnership Pitch

Audience: Event Organizers, Festival Directors, Corporate Event Planners

Goal: Get chocolate featured at their event (tasting, gifting, vendor presence)

SLIDE 1: Title Slide

Chocolat on James

Event Partnership Proposal

[Event Name]

[Date]

SLIDE 2: The Opportunity

Chocolate Experiences Attendees Remember

Elevate your event with: - Guided chocolate tastings - Premium gift packages for VIPs - Vendor booth with sampling - Branded chocolate experiences

SLIDE 3: What We Offer

Event Package Options

Option 1: Tasting Experience (\$500–1,500) - 15–30 min guided tasting for groups - 50–100 attendees - Includes 4-piece sampling + education

Option 2: VIP Gifting (custom pricing) - Premium boxes for conference VIPs - Custom packaging with event branding - Delivered to rooms or gift tables

Option 3: Vendor Booth (\$800–2,000) - Full setup + staffing - Sampling + sales - Marketing support

SLIDE 4: Why Choose Us

We're Not Just Chocolate

- **Engagement:** Tasting creates memory + conversation
 - **Local story:** Adds authenticity to your event
 - **Professional:** We handle logistics & execution
 - **Memorable:** Attendees talk about the chocolate after
-

SLIDE 5: Event Examples

Events We've Partnered With

- [Corporate conference]
- [Food festival]
- [Pop-up market]
- [Holiday event]
- [Trade show]

Brands trust us to represent them well.

SLIDE 6: Logistics

What's Included

- All materials & equipment
- Staff (tasting guide or booth attendant)
- Sampling chocolate
- Branded signage
- Post-event reporting

Setup time: 1–2 hours

Takedown: 30–45 minutes

SLIDE 7: Attendee Impact

What Attendees Experience

- Learn something new (chocolate sourcing, tasting technique)
- Taste something memorable
- Take home a story (not just a sample)
- Connect with your brand + event

Feedback: 90%+ of tastings receive positive feedback.

SLIDE 8: Pricing Examples

Tasting for 50 people: \$750

VIP gift boxes (30 units): \$900

Vendor booth (full day): \$1,500

Custom package: [Quote]

SLIDE 9: Timeline & Process

How It Works

- **Month before:** Confirm details, order samples
 - **2 weeks before:** Finalize numbers, materials
 - **Week of:** Setup & execution
 - **After:** Feedback & photos
-

SLIDE 10: References

Testimonials

“The chocolate tasting was the highlight of our conference. Attendees are still talking about it.”
– [Event Organizer Name], [Event]

“Professional, delicious, memorable. We’ll definitely have them back.”
– [Corporate Event Manager], [Company]

SLIDE 11: Next Steps

Let’s Plan Something Great

1. **Chat** – Understand your event goals & audience
 2. **Propose** – Customized package + pricing
 3. **Confirm** – Lock in dates & details
 4. **Execute** – We handle the rest
 5. **Follow-up** – Photos, feedback, planning next time
-

SLIDE 12: Contact

[Your Name]

Chocolat on James

[Phone]

[Email]

[Website]

Ready to add chocolate to your event?

Generic Deck Template Structure

Use this outline for any partnership pitch:

1. **Title** – Clear, branded
 2. **Problem** – What challenge are they facing?
 3. **Solution** – How do we solve it?
 4. **Our Story** – Who we are, why we're credible
 5. **What We Offer** – Specific options, pricing
 6. **Why Us** – Our unique value
 7. **Case Study** – Proof (real example or testimonial)
 8. **Investment & ROI** – What it costs, what they get
 9. **Logistics** – How it works, timeline
 10. **Next Steps** – Clear call-to-action
 11. **Contact** – Make it easy to reach you
 12. **Closing Slide** – Memorable final image + message
-

Design Tips for Google Slides

- **Consistency:** Use the same 2–3 fonts throughout, stick to your brand colours.
 - **Visuals:** High-quality photos (chocolate, process, happy customers).
 - **Simplicity:** One idea per slide. Don't overcrowd.
 - **White space:** Breathing room makes decks easier to read.
 - **Font size:** Large enough to read from 10 feet away.
 - **Call-to-action:** Every slide should have a purpose. Know what you want the viewer to think/feel/do.
-

Delivery

In-Person: - Print 1 copy per person in attendance - Have a PDF backup on your laptop - Print decks double-sided, in colour if possible - Leave branded materials behind

Digital: - Save as PDF to prevent accidental edits - Send with a brief intro email - Include your contact info on the last slide - Offer to walk through it via video call

Customization Checklist

Before you send any deck:

- Replace all placeholder text with real information
- Add your logo and branding throughout
- Update pricing to reflect current rates
- Include real case studies or testimonials
- Customize for the specific partner (mention their business, values, etc.)
- Proofread for typos and formatting
- Test all images load properly

- Export as PDF and check formatting
-

Status: Templates ready to customize and deploy in Google Slides.

Next Phase: Create 2–3 variations (one for corporate gifting, one for wholesale, one for events) and keep them updated quarterly.