

# Partnership Pitch Deck Templates & Guide

## Ready-to-Customize Presentation Decks

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### 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.

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### Deck 1: Corporate Gifting Partnership Pitch

**Audience:** HR Directors, Events Managers, Corporate Procurement

**Goal:** Get them to commit to a corporate gifting program

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#### SLIDE 1: Title Slide

Chocolat on James

Corporate Gifting Partnership

[Your Name]

[Date]

[Background: Clean, branded image of chocolate]

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#### 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.

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#### SLIDE 3: The Solution

##### Memorable Chocolate. Real Impact.

Artisanal chocolate that:

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

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#### 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)

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## **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.

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## **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.

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## **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.

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## **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]

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## **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
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## **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.

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## **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
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## **SLIDE 12: Contact & Call-to-Action**

[Your Name]

Chocolat on James

[Phone]

[Email]

[Website]

**Ready to send a gift that sticks?**

Let’s talk.

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## **Deck 2: Retail / Wholesale Partnership Pitch**

**Audience:** Retail Buyers, Shop Owners, Cafe Owners

**Goal:** Get your chocolate in their store/cafe

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## **SLIDE 1: Title Slide**

Chocolat on James  
Wholesale Partnership Opportunity  
[Your Name]

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## **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.

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## **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]
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## **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.

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## **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

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## 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)
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## 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)

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## 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)
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## 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)
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## 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.”*

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## 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
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## SLIDE 12: Contact

[Your Name]

Chocolat on James – Wholesale

[Phone]

[Email]

[Website]

**Let's work together.**

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## 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)

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## SLIDE 1: Title Slide

Chocolat on James

Event Partnership Proposal

[Event Name]

[Date]

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## 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

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## 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

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## 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

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## 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.*

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## 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

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## 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.

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## SLIDE 8: Pricing Examples

**Tasting for 50 people:** \$750

**VIP gift boxes (30 units):** \$900

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

**Custom package:** [Quote]

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## 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
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## 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]

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## 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
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## SLIDE 12: Contact

[Your Name]

Chocolat on James

[Phone]

[Email]

[Website]

Ready to add chocolate to your event?

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## 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
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## 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.
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## 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

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## 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

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**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.