

# JUST BUSINESS IS BETTER BUSINESS

## CORPORATE SUPPORTER OPPORTUNITY

An investment in JUST Capital is an opportunity to co-create a more just economy that works for all Americans. Becoming a Corporate Supporter strengthens our efforts to help corporate America improve on the issues that matter most to the public. Supporters also receive expanded access to JUST's research and data, our growing network of experts and advisors, and a range of events and sponsorship opportunities that will help you and your team navigate shifting stakeholder expectations and drive long-term value in your organization.

### Support Level: \$25,000, to be Renewed Annually

Your support benefits EVERY company by helping us:

#### Invest in our corporate research and engagement:

- Our ongoing polling and survey research on the American public's priorities for more just business behavior.
- Our data collection, performance analysis, Rankings, and Scorecards.
- The detailed Rankings Reports that help companies understand performance across our full framework and identify opportunities for improvement.
- Corporate engagement with the JUST team, including our annual Data Review period and Rankings debrief conversations.

#### Showcase business leadership by:

- Demonstrating how JUST companies are driving competitive advantage in business.
- Exploring and spotlighting best-in-class performance across critical stakeholder categories.
- Making the investor case for corporate stakeholder leadership and driving capital to top performers.
- Celebrating leadership via our communications platforms and powerful earned media partnerships with CNBC, Nasdaq, and others.

#### Drive best practice through JUST's initiatives, which:

Bring companies together to share expertise, explore peer-to-peer learnings, and pursue leadership on some of the most important issues to Americans via our Worker Financial Wellness Initiative, Corporate Racial Equity Alliance, Corporate Care Network, and other initiatives.

Additional benefits afforded to Corporate Supporters include:

#### Detailed JUST Benchmarking:

A deeper stakeholder benchmarking report covering your company's improvement opportunities on key metrics, industry leaders in those areas, and examples of leading practice.

#### Regular Virtual Learning Sessions:

Focused exploration of key issues facing corporate leaders today.

**JUST Insights:** Deep-dive interactive sessions featuring inspiring case studies, unique research and analysis, and live discussion on critical stakeholder issues, challenges, and opportunities. Sample topics include delivering value through workforce investments, DEI, governance and board leadership, and environmental innovations.

**JUST Master Classes:** One-on-one interview, discussion, and Q&A series with distinguished leaders from JUST's world-class board, advisor, and partner network, covering topics of greatest relevance to corporate stakeholder leadership today.

#### Recognition:

Featured recognition by a trusted brand at the forefront of better business practice. Supporters will be featured on our website, in related content experiences, in our popular JUST Report newsletter, and at key events. We will also provide a toolkit that features sample social media copy, assets, and ideas for how to share your support.

#### Sponsorship and Partnership Opportunities:

First look at opportunities and sponsorship pricing discount for events and content.

# CORPORATE SUPPORTERS ARE A CRITICAL COMPONENT OF OUR BROADER NETWORK OF AFFILIATED AND PARTNER ORGANIZATIONS:

## PROGRAM PARTNERS



## CORPORATE SUPPORTERS



## IMPACT PARTNERS



## FOUNDATION PARTNERS



## MEDIA PARTNERS



## RESEARCH AND DATA PARTNERS



## INVESTOR PARTNERS



## ACADEMIC PARTNERS



## CONTACT US

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## ABOUT

The mission of JUST Capital, an independent nonprofit, is to build an economy that works for all Americans by helping companies improve how they serve all their stakeholders – workers, customers, communities, the environment, and shareholders. We believe that business and markets can and must be a greater force for good, and that by shifting the resources of the \$19 trillion private sector, we can address systemic issues at scale. Guided by the priorities of the public, our research, rankings, indexes, and data-driven tools help measure and improve corporate performance in the stakeholder economy. JUST Capital publishes the annual list of America’s Most JUST Companies, the JUST 100, in partnership with CNBC. To learn more about how our data-driven insights are creating a more just future, visit: [www.JUSTCapital.com](http://www.JUSTCapital.com).

## STATEMENT OF INTEGRITY AND OBJECTIVITY

JUST Capital is an independent nonprofit organization funded by grants from foundations, companies, and individuals who share our vision of creating an economy that works for all Americans. Committed to our values and the integrity of our research, JUST Capital’s corporate performance research is not affiliated with or influenced by any entity, corporation, corporate interest, or political group.

Contact JUST Capital’s Corporate Engagement team  
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