

# Pay It Forward: Help a Small Business Shine

Sponsor a Story. Amplify a Voice. Fuel Growth.

Summer Campaign, Now through September 30, 2025

## What is the Pay It Forward Campaign?

It's a mission to uplift small businesses through storytelling, sponsorship, and community support. Your action today can create lasting ripple effects tomorrow.

[Learn More](#)

## Why It Matters

Small businesses—especially those from the communities you serve—often lack the visibility they need to grow. Through this campaign, we're helping small businesses and entrepreneurs share their stories and expand their reach by connecting them with sponsors like you. **This is more than advertising—it's economic empowerment.**

## Who Can Participate?

Corporations, nonprofits, small businesses/entrepreneurs, and advocates.





## Choose a Sponsorship Package

Click an option to get started. 

#	Package Name	Description
1 <input type="checkbox"/>	I'm an Advocate	Sponsor a 1-page ad created by the small business, with national and digital exposure.
2 <input type="checkbox"/>	I'm an Ally	Sponsor a 2-page editorial feature, professionally written and promoted digitally.
3 <input type="checkbox"/>	I'm a Champion	Sponsor a 2-page editorial + ad combo, ideal for milestones and launches.
4 <input type="checkbox"/>	I'm a Nominator	Nominate a small business for consideration (no payment required).
5 <input type="checkbox"/>	I'm a Supporter	Nominee e-blast + social media spotlight to amplify a small business's story.
6 <input type="checkbox"/>	I'm Inspired	3-year Digital Subscription – Buy 2 years, get the 3rd year free, supporting the mission.

## 4 Ways to Get Involved

Choose Your Impact

-  **Sponsor a Business**  
Support a business handpicked by you.
-  **Let Us Match You**  
We'll match you with a business to support.
-  **Nominate a Business**  
Submit a nominee for future consideration.
-  **Uplift a Business Your Way**  
Flexible options—no big sponsorship needed; choose option #5 or #6.  
*\*Nominees pick the issue that fits their vision.*

**“Sponsoring a small business  
is investing in what’s next.”**

—Melissa Simmons, Publisher, DP Magazine

Pay It Forward  
by  
**DP**

This is your moment to pay it forward—sponsor a small business and fuel their growth. Help them shine—on their terms.

**Take action. Amplify voices. Create lasting impact.**

Questions? Need something bigger? Be a Legacy Partner. Contact [advertising@diversityprofessional.com](mailto:advertising@diversityprofessional.com)

Powered by DP

# Learn More: The Purpose Behind Pay It Forward

*Brought to you by DP*

DP is a platform committed to uplifting small businesses through storytelling, visibility, and sponsorship. We believe in the power of purpose-driven partnerships—and we're here to help create them.

## Why This Campaign Matters

In today's rapidly evolving business landscape, one thing is clear: **Organizations that lead with purpose shape the future.**

Innovation is happening everywhere—but not everyone gets the same platform. Small businesses and emerging entrepreneurs, especially in overlooked communities, face major hurdles: limited visibility, lack of access to resources, and market dynamics that make it hard to grow and thrive.

At DP, we believe in the power of community-backed storytelling. Every business deserves to be seen, heard, and celebrated—not just for where they are now, but for where they're going.

## Introducing the Pay It Forward Campaign

This initiative is our invitation to individuals, corporations, and community leaders to help amplify small business voices through meaningful storytelling and sponsored visibility. Because when we invest in small businesses, we're investing in innovation, job creation, and the future of our shared economy.

## What Is Pay It Forward?

It's more than a campaign. It's a movement to spotlight small business owners and entrepreneurs through sponsored visibility:

- Editorial features
- Digital ad placements reaching a national audience
- Social media and e-blast spotlights
- Community nominations

These tools give businesses what they often lack: a chance to be seen and heard, and to grow—on their own terms.

## Who Should Get Involved?

- Corporate leaders looking to drive meaningful impact
- Nonprofits supporting economic opportunity
- Supplier diversity teams wanting to showcase key partners
- Individuals and advocates who want to sponsor or nominate a small business

Whether you're sponsoring ad space, underwriting a feature, or nominating someone inspiring, you're helping fuel momentum where it matters most.

## Why Now?

As conversations around inclusion and equity continue to evolve, so must our actions. Visibility isn't just a perk—it's a pathway to growth. And now more than ever, it's time to invest in what's next.

## The Impact

When you sponsor a small business, you're not just buying ad space. You're:

- Fueling someone's dream
- Investing in real people with real stories and big potential
- Reaching new audiences
- Helping more small businesses thrive

These businesses are shaping the next wave of innovation—and your support helps ensure they don't get left behind.

## Do You Know a Star Supplier or Entrepreneur?

Do you know a business that deserves the spotlight? Maybe it's an entrepreneur you admire. A supplier who goes above and beyond. Or a small business that's quietly changing lives.

Nominate them. Sponsor them. Or simply share their story. Whatever you do, you're helping create the future of business—one ripple at a time.

## Ready to Pay It Forward?

Together, we're amplifying the voices of small businesses and fueling economic opportunity—one story at a time.

**Contact us:** [advertising@diversityprofessional.com](mailto:advertising@diversityprofessional.com)

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