FundingReady Partner Media Kit

Advertising sponsorship and institutional partnership opportunities

FundingReady.gy helps Guyanese entrepreneurs identify suitable opportunities, understand requirements and prepare stronger business and funding application packages. This media kit explains how reputable organisations can reach that audience without influencing eligibility guidance or official funding information.

Our position. FundingReady.gy is an independent preparation platform. We are not a government agency, lender or funding decision-maker, and we do not guarantee approval.

Why partner with FundingReady.gy

- Reach entrepreneurs while they are actively starting, formalising, financing or growing a business.
- Present relevant services beside business-readiness and funding-preparation resources.
- Use trackable website, WhatsApp and enquiry actions.
- Support entrepreneur education through clearly labelled articles, guides and webinars.
- Receive transparent campaign reporting without access to applicants' private files or assessments.

Suitable partners

Banks, licensed financial institutions, microfinance providers, insurers, accountants, bookkeepers, attorneys, registration and compliance professionals, equipment and technology suppliers, trainers, incubators, recruitment firms, exporters, logistics providers, business associations and responsible corporate sponsors may apply.

Partnership packages

Package	Monthly	Annual	Core value
Verified Provider	US$49 / G$10,780	US$490 / G$107,800	Profile, one category, website and WhatsApp links
Featured Provider	US$99 / G$21,780	US$990 / G$217,800	Featured profile, brochure and activity summary
Funding Partner	US$199 / G$43,780	US$1,990 / G$437,800	Funding-page placements, quarterly article and enquiries
Premier Finance Partner	US$349 / G$76,780	US$3,490 / G$767,800	Priority placements, content and enhanced reporting
Founding Partner	US$499 / G$109,780	US$4,990 / G$1,097,800	Category sponsorship, webinar and detailed reporting

Pricing note. GYD conversions use approximately G$220 = US$1. Prices exclude VAT and other applicable taxes. Placement is subject to review, approval and availability.

Additional campaign options

Option	Price
Sponsored opportunity-page placement	US$75 / approximately G$16,500 monthly
Homepage banner rotation	US$150 / approximately G$33,000 monthly
Sponsored educational article	US$175 / approximately G$38,500
Newsletter sponsorship	US$125 / approximately G$27,500 per send
Online workshop or webinar sponsorship	US$350 / approximately G$77,000
Dedicated funding-guide sponsorship	US$250 / approximately G$55,000 monthly
Social media and website campaign	US$225 / approximately G$49,500
Additional service category	US$25 / approximately G$5,500 monthly

How the process works

Step	Action
1	Submit a partnership request and supporting business information.
2	FundingReady.gy reviews legitimacy, relevance, disclosures and proposed content.
3	Approved partners agree on the package, placements, dates and final price.
4	An invoice or approved payment link is issued.
5	The campaign launches after payment and final content approval.
6	The partner receives agreed activity and performance reporting.

Measurement and privacy

Reports may include impressions, advertisement clicks, website clicks, WhatsApp clicks, sponsored-content views and enquiries intentionally submitted to the provider. FundingReady.gy does not sell applicant data or disclose assessments, plans, documents or financial records to advertisers.

Request a partnership

Visit FundingReady.gy/partner-with-us or request the Partner Application and Verification Form. Acceptance is not automatic. All paid placements are clearly marked Sponsored.