

Sentinel Biosystems — Partner Tiers

What's included at every tier, the analytics partners receive, and a tailored launch pitch.

Tier	Price	Best for
Listed	Free	Any allergen-aware brand getting discovered.
Nonprofit	Free	Verified 501(c)(3) aligned with our mission.
Spotlight	\$19 / month	Indie makers and Etsy-scale brands who want a real profile.
Starter Partner	\$49 / month	Early-stage allergen-friendly brands ready to grow.
Featured Partner ★	\$99 / month	Top-of-category placement with gold border. Most popular.
Premium Sponsor	\$299 / month	Hero placement and full storytelling block.
Launch Partner	From \$499 launch + \$99 / month	Brands launching a new product into allergen / sensory / safety. Built around your launch window.
Event Sponsor	From \$750 / event	Sponsor an awareness or community event.
Educational Sponsor	From \$1,500 / quarter	Underwrite allergen library + resource content.
Marketplace Sponsor	Contact us	Featured in recipes, shopping lists, community cards.

Tier-by-Tier: What's Included + Analytics

Hand this to any prospective brand partner. Same language we use on the site.

Listed — Free

Any allergen-aware brand getting discovered.

What's included

- Basic directory listing
- 1 product link + website
- Allergens-avoided tags
- Up to 200 monthly impressions

Analytics you get

Monthly email: impressions, profile views, outbound clicks.

Nonprofit — Free

Verified 501(c)(3) aligned with our mission.

What's included

- Directory listing in your category
- Allergen-avoidance profile
- Nonprofit verification badge
- Link to your site

Analytics you get

Monthly email: directory views + outbound clicks.

Spotlight — \$19 / month

Indie makers and Etsy-scale brands who want a real profile.

What's included

- Everything in Listed
- Full brand profile + logo
- Up to 3 product links
- Social + certifications
- Appears above free listings

Analytics you get

Monthly dashboard: views, clicks, top allergen searches that surfaced you, referrer pages.

Starter Partner — \$49 / month

Early-stage allergen-friendly brands ready to grow.

What's included

- Everything in Spotlight
- Up to 6 product links
- Photo gallery (up to 4 images)
- Family review collection
- Eligible for community recs

Analytics you get

Monthly dashboard: views, clicks, reviews, audience by allergen / condition / region.

Featured Partner ★ — \$99 / month

Top-of-category placement with gold border. Most popular.

What's included

- Everything in Starter
- Top-of-category placement
- Gold border + Featured badge
- Verified family reviews
- 1 newsletter mention / quarter
- Allergen-cluster cross-listing

Analytics you get

Live partner dashboard: views, clicks, reviews, audience by condition (allergy / eczema / autism / autoimmune / gut), top referrers, weekly summary.

Premium Sponsor — \$299 / month

Hero placement and full storytelling block.

What's included

- Everything in Featured
- Hero placement on /directory
- Photo + video gallery
- Educational content block
- Monthly newsletter inclusion
- Co-branded recipe/resource feature / qtr

Analytics you get

Live dashboard + monthly strategy email: full funnel, conversion vs category, demographics, geographic heatmap, allergen-search keyword report.

Launch Partner — From \$499 launch + \$99 / month

Brands launching a new product into allergen / sensory / safety. Built around your launch window.

What's included

- Featured tier for 6 months
- Launch announcement on /press + newsletter
- Pinned to homepage spotlight for launch week
- Co-branded explainer page (we write with you)
- Pre-launch waitlist form on profile
- Direct intros to community partners

Analytics you get

Launch dashboard: waitlist signups by segment, CTR, shares, weekly debriefs, 90-day post-launch impact report.

Event Sponsor — From \$750 / event

Sponsor an awareness or community event.

What's included

- Logo on event page
- Booth / virtual presence option
- Recap email mention
- Attendee opt-in list (when permitted)

Analytics you get

Post-event report: attendees reached, engagement, opt-in leads.

Educational Sponsor — From \$1,500 / quarter

Underwrite allergen library + resource content.

What's included

- Logo on resource pages
- Co-branded explainer content
- Backlink from research articles
- Quarterly impact memo

Analytics you get

Quarterly report: page views, outbound clicks, search keywords that landed users.

Marketplace Sponsor — Contact us

Featured in recipes, shopping lists, community cards.

What's included

- Product mentions in recipes
- Featured shopping callouts
- Custom co-marketing campaigns

Analytics you get

Custom: recipe-level CTR, basket-style attribution, UTM dashboards.

Tailored Pitch: Allergen / Sensory QR Wristband

Use this when reaching out to the wristband partner launching this summer.

Why they're a perfect fit

QR-code wristbands that surface a child's allergens, sensory needs (autism), medical notes, and emergency contact — no app required — sit at the exact intersection of the audiences Sentinel already serves: allergy families, autism / sensory parents, and emergency-prep caregivers. We can put them in front of all three from day one.

Recommended package: Launch Partner — \$499 launch + \$99/mo

- Pinned homepage spotlight during launch week (summer launch window)
- Cross-listed in three categories: Allergy Safety, Autism & Sensory, Emergency Prep
- Co-branded explainer page (we write it with them) — built for SEO around 'kid allergy ID', 'autism medical ID', 'QR emergency wristband'
- Pre-launch waitlist capture form on their profile so day-one sales are warm
- Launch announcement in /press + Sentinel newsletter
- Direct intros to allergy nonprofits + autism community partners in our network
- Launch dashboard with weekly debrief calls and a 90-day post-launch impact report
- After 6 months: rolls to standard Featured Partner at \$99/mo

If \$499 + \$99 is too much pre-revenue — fallback offer

Featured Partner at \$99/mo with a 3-month launch boost included free: pinned spotlight on launch week, newsletter mention, and cross-listing in all three categories. Same visibility, no upfront fee. This is the closing concession — don't lead with it.

What to say in the first email

"We run Sentinel Biosystems — a directory and community for allergy, autism / sensory, and emergency-prep families. Your QR wristband solves the exact problem our families ask about every week: how does any adult — a teacher, a coach, a stranger at a park — instantly know my kid's allergens, sensory profile, and who to call? We'd like to make you our Launch Partner this summer. Here's what that looks like — and what you'd get back."

Numbers to share with them

- Audience by condition: allergy, eczema, autism / sensory, autoimmune, gut
- Live partner dashboard: impressions, profile views, outbound clicks, waitlist signups
- Search-keyword report: which allergen / sensory queries surfaced their listing
- 90-day post-launch impact memo (revenue-relevant attribution where possible)