

# HOW TO GET SPONSORS TO YOUR EVENT



Sponsors help recover some of the costs associated with events as well as add excitement and momentum. It's important to remember, however, that a healthy sponsorship relationship should benefit both parties. Companies choose to become sponsors because it sets them apart from their competition and provides unique networking and business opportunities like showcasing products.

The best way to get sponsors to support your event is by following the [Sponsorship Planning Timeline](#).

## Identification & Assessment

The first step in your event plan should be to identify a list of potential sponsors (prospects) and discuss them with your team, including their connection to the cause and ability to give.

As the event coordinator, you should develop a prospect list that includes the prospect name, amount requested, date requested and who will make the request for support.



**Gift in Kind (GIK) Sponsorship:** GIK is equally as important as cash commitments. It can help reduce expenses, which has a positive net effect on the budget.

**TIP: The average ratio of prospects to donors is 4:1, which means that for every four people you ask to donate, one of them will make a gift. The same holds true for sponsorship.**

# How to Cultivate a Sponsor

Cultivating your sponsor means you are building a relationship with them that will inspire them to want to give. You are educating the sponsor about the importance of the cause and why it's important to you.

- **Initial contact** should be by phone or email. Inquire about the sponsor's interest in learning more about your cause and event. If they are willing, arrange a face to face meeting. This can be a formal business meeting or simply coffee, but we find face-to-face meetings are always the best way to cultivate and solicit support.
- **Inform prospects** by describing your event and why its important to you. People give to people. Be sure to share all past event successes and bring a [Sponsorship Package](#).

## Sponsorship Package

The sponsorship package should outline the event details, the impact, the opportunity to be involved and who is already involved in the event. The package should also include:

- Interesting information about the beneficiary
- An overview of the event – include photos and statistics
- The [sponsorship matrix](#) – develop 3 - 5 sponsorship levels
- A list of event committee members with their titles and last year's sponsors

## Solicitation

While cultivating a sponsor, be prepared to ask for a specific amount. If the response is 'no', you should have a contingency plan where you might be able to turn a 'no' into a 'maybe' or 'not now'. Maintaining a channel of communication with a prospect will allow you to approach him/her again in the future.

If the solicitation is in writing, tell the prospective sponsor you will follow up with them within a specified period of time to answer any questions they might have.

**TIP: Multi-year pledges are a great option for larger sponsors that might be interested in a long term commitment.**

## Stewardship

**Pre-Event Stewardship** begins once the sponsor has confirmed support. This includes:

- Ensuring that all applicable benefits are provided according to the sponsorship terms
- Sharing all relevant event information to the sponsor
- Confirming sponsors attendance and their guests
- Assigning a specific committee contact for all sponsors to ensure consistent communication

**Post-Event Stewardship** consists of a personal thank you and an [Event Update](#) report to outline the success of the event. A thank you note should be sent at least 48 hours after the event. The committee sponsor contact and the committee chair should sign the thank you notes.

The update report can be shared in person or electronically and should include:

- How much money was raised and event statistics
- Photos of the event
- The impact the money will have