



Sponsorship



Sponsorship Planning Timeline



Identification & Assessment

Who will you ask and what will you ask for?

The first meeting's agenda should focus primarily on **Identification** and **Assessment**. The best **identification** of prospective sponsors is done with volunteers at the committee table. **You know your next sponsor.**

Prior to the first meeting, the agenda along with expectations should be shared with the committee. Committee members should come prepared with a list of people they know personally or professionally to be considered for sponsorship support.

The purpose of this meeting should be to discuss prospective sponsors, their connection to the cause, the best volunteer contact and their ability to give. This is the **assessment** phase. A prospect list should be developed during this meeting, which should include the **prospect name, amount requested, date requested, and who will make the request for support**. Ensure the **amount confirmed** is also recorded.

Note: The average ratio of prospects to donors is 4:1, which means it usually takes 4 prospects to realize one donor. The same holds true for sponsorship.

Prospect Review should be a standing agenda item at every meeting for the first 4 months. Reviewing the list monthly will ensure follow up on every solicitation and confirmation of support.

After the event there could be some new prospects identified. These prospects should be recorded and included in the identification and assessment process of the first meeting the following year.

Setting the sponsorship goal

Setting the sponsorship goal is a part of **Identification & Assessment** process. It is central to establishing the event revenue goal.

The sponsorship target should be based on past sponsorship performance and the previous year's prospect list.

After the first meeting, the initial list of prospects and the potential giving levels should be established. **Based on this list the sponsorship goal can be set.**

For example: If you have 20 prospects on your list and the highest estimated giving level is \$5,000 then your highest sponsorship level should not exceed \$5,000.

It is easier to raise sponsorship levels than lower them. Be conservative in your giving estimates.

Gift in Kind (GIK) Sponsorship

GIK sponsorships are equally as important as cash commitments. GIK support can help reduce expenses, which has a positive net effect on the budget. Ensure that GIK support that is valued at sponsorship levels are recognized accordingly.

Sponsorship Prospect List Example

[illegible]

Cultivation

Cultivation strategies are based on the information that is gathered in the identification phase. Cultivation is a great opportunity to educate your prospect about the people your event supports and why you are passionate about the beneficiary.

How will you make contact?

Initial contact should happen by phone or email. Inquire about the prospects interest in learning more about your cause and event. If they are willing, arrange a face to face meeting. This can be a business meeting or a simple coffee, but face to face meetings are always the best way to **cultivate** and **solicit** support. It gives the prospect the opportunity to have questions answered right away.

How will you inform prospects about your event and build a propensity to give?

You should be sure to share your enthusiasm for your event and the beneficiary. Describe your event and why its important to you. **People give to people.** Be sure to share all past event successes and bring the sponsorship package for your contact to reference during and after your meeting.

Who will do the cultivating?

The person with the closest relationship with the prospect is the best person to develop the relationship. This should be agreed upon at the committee table.

How will it be achieved and sustained?

Ensure your event success is shared with the prospect/sponsor whether or not they support you this year. You can never say thank you too much!

Note: The cultivation and solicitation stages can happen in one meeting depending on interest and the company's approval process.

The 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 include the following:

1. Interesting information about the beneficiary

- This could be a letter from the committee chair(s) talking about why their hosting this event
- Include beneficiary information and how support for your event makes a difference

2. An overview of the event

- Include photos of previous year's events
- Include event statistics, i.e. number of attendees, number of sponsors, amount raised etc.

3. The sponsorship matrix

- Develop 3-5 sponsorship levels
- Top sponsorship levels should have been determined during the assessment process
- Outline the benefits at each sponsorship level and ensure they are well balanced and feasible
 - Ensure you are offering increased benefits for larger sponsorship levels

4. A list of event committee members with their titles

- Prospects may recognize the names of some of the organizers
- A prospects confidence may be increased if they recognize people involved in the event

5. A list of last years sponsors

- This allows prospects to see if their competitors are supporting the event
- They may see this as an opportunity to compete or to get some exclusive exposure

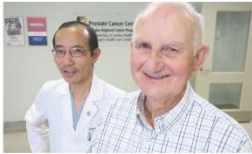
Sample Sponsorship Package



SPONSORSHIP HELPS SUPPORT PROSTATE CANCER RESEARCH AT LONDON HEALTH SCIENCES CENTRE

Over the past 16 years, Lexus of London Gala and Golf Classic has raised over \$1.3 million in support of prostate cancer research at London Health Sciences Centre.

We invite you to sponsor the 2017 Lexus of London Gala and Golf Classic on Sunday, June 25, (Gala) and Monday, June 26, 2017 (Golf). Your sponsorship at either of these events helps make a difference for patients and their families.



"Donor-funded research is very important to us... the end goal is to save lives."
- John Hastie, grateful patient

The annual Lexus of London Golf Classic includes:

- Over 500 gala attendees; over 200 golfers at the tournament
- An array of unique live and silent auction items
- Live entertainment and an energetic atmosphere

There are various levels of sponsorship opportunities available. Please see the enclosed opportunity list for more detail. If you have any questions or would like more information, just contact us directly at 519.680.1900.

Sincerely,

Mark Eisan
VP, Lexus of London
meisan@toyota.town.com

Chris Pinelli
GM, Lexus of London
cpinelli@lexusoflondon.com



SPONSORSHIP OPPORTUNITIES & BENEFITS

Benefits to all Sponsors

- Recognition in Gala program and signage at Golf Classic banquet
- Inclusion in one page colour "Thank You" ad in London Free Press and SNAP London following event

Co-Presenting Sponsor \$10,000

- Significant recognition in all relevant signage, advertising, print materials, web, social media and email
- Podium reference during the Gala and Golf Classic event
- Logo on event web site, and on-site signage
- Opportunity to present your own marketing awareness at event

Platinum Sponsor \$5,000+

- Significant recognition in program
- Podium reference during event
- Sign on golf course
- Opportunity to present your own marketing awareness at event
- Logo on event web site, and on-site signage

Gold Sponsor \$3,000

- Opportunity to present your own marketing awareness at event
- Logo on event web site, and on-site signage

Silver Sponsor \$1,500

- Recognition in program
- Logo on event web site, and on-site signage

Corporate Dedication \$500

- Tax Receipt issued by London Health Sciences Foundation

Cart Sponsor

- 36 carts for \$1,500 (Silver Level)
- 18 carts for \$750

Event Sponsor

- Gala Reception - \$5,000 (Platinum Level)
- Dinner Banquet - \$5,000 (Platinum Level)
- Live Auction - \$3,000 (Gold Level)
- Gala Cocktail Reception - \$2,000 (Silver Level)
- Game Day Breakfast - \$1,500 (Silver Level)
- Game Day Lunch - \$1,500 (Silver Level)
- Game Day Putt to Masters - \$1,500 (Silver Level)

In-kind Sponsor

- In-kind sponsorship is welcomed at all levels and can be customized.

Thank you to all our sponsors from 2016. You make hope possible.



Solicitation

In this phase you will make the 'ask'.

As previously stated, the ask might also be appropriate during the cultivation stage, but in some cases these phases can be distinct.

When the “ask” is distinct, be sure to make a specific request. Ask for a specific amount. Share the difference their investment will make.

As important as asking is, your response when the prospect says ‘yes’ or ‘no’. You must be prepared to act quickly to accept a gift and thank the sponsor.

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 would allow you to approach him/her again in the future.

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

Note: Multi Year Pledges are a great option for larger sponsors that might be interested in a long term commitment. If your event has large sponsors (\$10k+), please be sure to detail the parameters of the multi-year commitment in writing to confirm the terms of agreement. Confirmation in writing ensures mutual agreement and avoids confusion in subsequent years.

Stewardship

Stewardship is all about maintaining and developing long-term relationships with sponsors. Effective stewardship will:

- ensure that the sponsor knows his or her support is valued and put to good use
- appropriately recognize the sponsor
- ideally engage the sponsor so that he/she feels increasingly more positive about the cause and event.

There are two event stewardship phases, pre-event and post event.

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

- ensuring that all applicable benefits are provided according to the sponsorship terms (ensure all sponsor logos are requested and received before promo begins)
- sharing all relevant event information to the sponsor
- confirming sponsors attendance and any guests
- assigning a specific committee contact for all sponsors to ensure consistent communication

Note: Ideally all sponsors should be confirmed prior to the event invitation/promotion beginning.

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 Event Update report is a great way to share event results and overall impact. This report can be shared in person or electronically and should include:

- how much money was raised
- photos of the event
- event statistics
- What difference the money raised will make

Whether the Event Update is shared with the sponsor in person or via email, feedback from the sponsor should be encouraged and welcomed. All sponsor feedback should be shared at the last committee meeting. Meaningful feedback should be used to improve the follow year's event.

Sample Event Update



Funds raised will help advance mental health research that will look at new approaches to care and generate knowledge leading to further grant funding.

COUNTRY CLASSIC AUCTION: BY THE NUMBERS

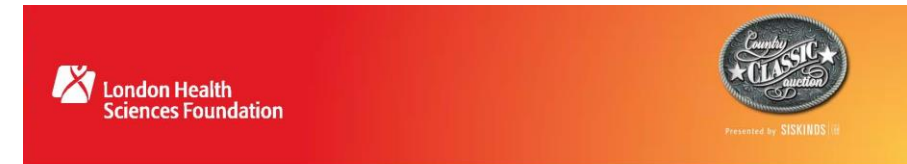
- 13%** increase in funds raised compared to 2015
- 1,240** Attendees; 60% new and 40% returning; 58% female and 42% male (based on web demographics)
- 549** 3M Silent Auction items; raising the most was Bon Voyage on VIA Rail with \$2,772
- 828** Assigned bid numbers; 383 active bidders; 2,355 bids placed
- 17** Voyago Live Auction Items; raising West Coast Fishing – 2 at \$13,000
- \$161K** Raised during the Make a Difference Appeal to support the Mental Health Program at LHSC.
- 30** Sponsorship partners in total

THE HIGHLIGHT REEL

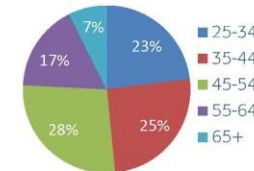
- **Theme:** Introduced a new theme; “A Grand Old Night in Nashville”
- **Mobile Bidding:** New online platform that opened the auction one week before the event
- **Make a Difference Appeal:** Raised a CCA record-breaking amount – \$161K (118% increase!)
- **Surprise Entertainment:** Juno award-winning band Walk Off the Earth played to a diverse crowd

Nneka Allen, CFRE, Senior Development Officer, Corporate Sponsorship
519.685.8157 | nneka.allen@lhsc.on.ca

lhsc.ca

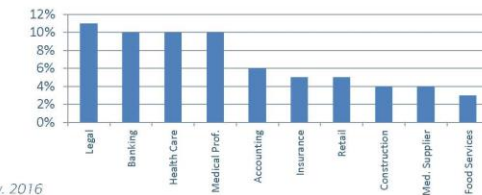


ATTENDEES AGE RANGE*



*Based 2,290 new user website data – Jun – Nov. 2016

Attendee By Sector *Based on a sample size of 600 attendees.

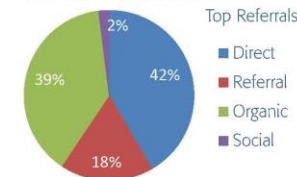


EMAIL COMMUNICATIONS

- Emails directed our audience to lhsc.ca/ccca and provided general event information
- Tested subject lines, segmentation and sender names
- Highest open rate: message from John MacFarlane – this year it included the event details

Metrics	2016	2015	Dif.
Total Promo Emails	5	11	↓ 6
Avg. # Recipients	2,065	2,050	↑ 15
Avg. Open Rate	58%	45%	↑ 13%
Avg. Click Rate	27%	20%	↑ 7%

WEBSITE ANALYTICS



June 23 – Nov. 8	2016	2015	Dif.
Page Views	20,953	45,354	↓ 54%
Unique Page Views	15,400	30,743	↓ 50%
Avg. Time on Page	1:11	0:55	↑ 30%

Less web traffic due to less emails driving guests to the site as well as the push to use the new mobile bidding platform in order to view the silent auction section. We determine that although there is less traffic, the visits are more meaningful to guests.

Top Pages Visited:

1. Home
2. Event Details
3. Voyago Live Auction
4. Photos 2015
5. Photos 2016
6. Cause

WEB TRAFFIC 2016 vs. 2015



Nneka Allen, CFRE, Senior Development Officer, Corporate Sponsorship
519.685.8157 | nneka.allen@lhsc.on.ca

lhsc.ca