

Thursday, April 9 – Marketing

Lesson Topic – Corporate Sponsorship – Part 1

Bell ringer: What do you think is the point of a sponsorship?

Lesson Objectives:

1. Understand the purpose and scope of corporate sponsorship.
2. Understand the steps to creating a sponsorship plan for an event.

Lesson Steps:

1. Read the article [linked here](https://www.thebalancesmb.com/sponsorship-a-key-to-powerful-marketing-2295276): (<https://www.thebalancesmb.com/sponsorship-a-key-to-powerful-marketing-2295276>) about sponsorships. Answer the following questions:
 - a. How are sponsorships different from advertising?
 - b. What are the 9 benefits of sponsorship?
 2. Read the article below about how to create a sponsorship plan. Make note of the important details as the next lesson you will be creating a sponsorship plan for an event.
 3. Feel free to find additional information about sponsorships if you need more clarification.
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The beginner's guide to creating an event sponsorship plan

Get the basics right

You've only a few seconds to make a great impression on your potential sponsors. Make sure all the information your sponsors need is readily available. This eliminates doubt and simplifies a sponsor's choice to collaborate with you when all their questions are addressed.

Here's what you need to make impressive sponsorship packages proposals.

1. **A quick introduction about the mission and vision of your event.** It should include a few basic details like the dates, the venue and the theme. This is your first impression. Keep it short, make it inspiring and grab the attention of your potential sponsor with a clear hook.
2. **After your enticing introduction, you need to give your sponsor the details of your event.**
 - a. Include a **description of who your audience** is,
 - b. Your social media metrics
 - c. The **reasons why they should be a sponsors of your event**. By giving them a brief overview of your event *marketing strategy*, you're showing them how engaged your audience will be.
3. Next, you'll list the **various tiers of sponsorship or "packages"**. More often than not, event organizers offer three tiers of sponsorship packages. Each option offers a higher level of visibility for a higher financial commitment.
 - a. In some cases, the exchange is not one of money in exchange for visibility. You can get creative and create an exchange of services. For example, you can approach a food sponsor that is willing to offer a reduced catering rate in exchange for printing their logos on your

programs. This exchange would work especially well if your audience is likely to need to hire this company.

4. Finally, tell your prospects what happens when they decide to go ahead with one of your sponsorship packages.
5. Last, don't forget to include your contact details. Make yourself easy to reach and open for discussion. Some sponsors might be interested in partnering up with your event, but want to offer something in exchange that you might not know about. Leave your door open to suggestions.

Offer something that will help them win

When deciding what goes into a sponsorship package, focus on the sponsors you're hoping to secure. What are they hoping to gain from being a sponsor for your event?

For a smaller conference, most will want basic exposure. Offer a package that's focus on mentions of the company and visuals of their logo. Others will want to build their authority as an expert in your field. Give them opportunities to share knowledge as a speaker or space to host a workshop.

Make your proposal all about them—and remember, you're offering a platform for their brand to speak directly to an engaged and possibly hard-to-reach audience. Work that as your competitive advantage.

Make your prices fair

To know how to establish the rates for your sponsorship packages, you'll need to do a bit of research. The industry you're in, the fee that attendees pay, the visibility opportunities you're offering and the rates of competing events are all elements that can help you gauge what a fair price is.

Decide on numbers and availability

Ideally, you'll offer a range of packages. That also means you'll need to decide ahead of time how many of each packages you'll need to and want to sell. For the higher tier packages, it's not unusual to limit the offering. In theory, that equates to less sponsorship revenue... However, by reducing the number of expensive packs, you're creating a sense of exclusivity and offering a limited number of sponsors a special option. This way, big spenders will feel valued, as if they've got the best seat in the house.

Make it a custom offer

Don't use the same generic tiered packages for every sponsor you approach. Add in a special section called "Just for you" where you suggest a special perk that only this sponsor could take part in. Make sure this perk aligns their mission with the theme of your event.

This is where you can get creative and encourage your sponsors to add that special spark that will make your event stand-out.

Offer perks at varied times

Remember to offer your sponsors the ability to get exposure at various times throughout your event as part of your packages.

Before the event launches the common places to promote your sponsors are on your event website, as part of your ads, and in your social media posts.

During the event, most sponsors expect to get at least their logo present in the main traffic areas. They might also have a speaking slot at your event or even a prime exhibitor space. Some will also be hosting special events like free neck and shoulder massages, special free swag or contest to win a big prize.

<https://qwilr.com/blog/the-beginners-guide-to-creating-an-event-sponsorship-plan/>

After the event, you can mention your sponsors once again. Thank them in an email sent to all attendees. Sharing professional photos from the event. And giving sponsors valuable information like event data and testimonial they can use are all perks you can offer.

Getting the right sponsorships is about starting a conversation

No matter which approach you take, if your main goal is to start a discussion with your dream sponsors, you're on the right track. Some of your better sponsorship deals will happen because you took the time to build a solid relationship, listen to their needs, and propose a package unique to them. When they see you care about what they'll get out of it as much or even more than you will, they won't be able to say no to your proposal