

BEST PRACTICES FOR SPONSORSHIP

Create a Distinctive Sponsorship Package - Your value proposition package should be customized to your organization and tiered to allow levels of support. All levels should be able to be fulfilled and tracked by the organization staff and beneficial to the sponsor and organization and/or event. This can include how sponsors will be listed in marketing materials, programs, and throughout the year.

Identify Prospective Sponsors - Use your professional and personal circles, board of directors, research and experience to identify who would align and support your organization and/or event

Understand the Organizations Reason to Sponsor - Get to know and understand the “why” from your sponsors. Do they want to reach a specific audience, client, or customer? Does the organization mission align with their interests or corporate social responsibility?

Approach Potential Sponsors Annually - Understand the sponsors business cycle and create an “ask” that is tailored to their business cycle and annual budget for the entire year. Ask and listen to, “What is most important for you to get out of being sponsor?”

Steward Relationships with Sponsors - Be intentional about fostering a relationship that is not all about the logo and does not end with an event. Consider a calendar reminder 3-6 months post event or throughout the year sharing how their support has made a positive impact on the organization. This can be in storytelling, data, or materials. You can also create opportunities for sponsors to volunteer and connect deeper with your organization.

In Kind Sponsorships - Can be very helpful but note that donated goods and services may not be equal to a cash sponsorship that is very much needed to support the work of a nonprofit organization.

Contingency Plan - Communicate and plan ahead of time about an event cancelation policy and how the sponsor will be refunded or repurposed.

Highlight Sponsors - This should be determined in the sponsorship levels but make sure you have the capacity to spotlight the sponsor in newsletters, social media, event/program listing, media, website etc.

Express Gratitude - This can be done in many forms to thank sponsors. Be creative and determine what is most meaningful for each sponsor.