

EVENT SPONSORSHIP PACKAGES 101

Set Up, Acquisition and
Management of an Event
Sponsorship Program



Introduction

If you're an event planner, you understand the value of an event sponsor. In fact, it's often the case that one of the sole purposes of an event is to get sponsorship dollars. This is especially true if you're talking about a commercial event or a conference.

And you've been tasked with putting together the Sponsorship Packages that are going to entice those dollars through the door. That's a big responsibility.

There is much to consider when it comes to getting event sponsors. This is not a job to be taken lightly, and depending on the size of your event, could be handled by a full team of people.

I strongly encourage you to use this document as a guide. If you are overwhelmed, call me. One of my areas of expertise is Event Sponsorship. I have put together packages for some of the largest companies in the world.

With proper planning, ambition and follow through, you can put together a professional Event Sponsorship Package that will leave your event with a well-rounded, plentiful group of sponsors and make your leadership more than happy.

And if you need help, call me.

Best of Luck!

~ Bethney

Setting Up Your Package

At this stage, the event financiers and organizers have to be involved. They need to give you, the event planner, clear direction on budgets and expectations for sponsorship dollars. How much money does your sponsorship package need to bring in?

This is also a good time to review any bonuses, spiffs or commission you might be eligible to receive, especially if the dollars you bring in exceed the minimum expectations. These parameters will help you lay the groundwork for your sponsorship package.

Sponsorship Package Pricing Example:

Minimum Viable Sponsorship Dollars: \$700,000

Estimated Number of Accounts you can sell:

Factor in previous verbal commitments and relationships of event financiers and the benefits to the corporations.

Amount / Level	Est. # You Can Sell	Price Per Account Needed
Highest	10	\$15,000 (\$150,000)
High-Mid	20	\$10,000 (\$200,000)
Mid	30	\$5,000 (\$150,000)
Mid-Low	50	\$2,500 (\$125,000)
Low	75	\$1,000 (\$75,000)

Understanding the dollars you need to make and the number of accounts you can sell (based on things like reach and number of salespeople) can help determine the price per account you'll need to charge. This is a good starting point for your package, although packages are often quite flexible.

What Should You Include?

One of your biggest assets in selling a sponsor is your ability to answer the question: “What will I get for my sponsorship dollars?”

Now that you’ve outlined your basic package tiers, it’s the perfect time to decide what’s going to be included in those packages. Your event is unique and it would be difficult for us to outline anything for you without having full comprehension. If you want our input, please contact us.

Examples:

- Banners (small, medium, large)
- Booths (with premiums for prime locations and sizes)
- Meal sponsorships (i.e. Breakfast With Amazon)
- Cocktail hour sponsorships
- Logoed items (napkins, cups, podiums, t-shirts)
- Website sponsorship (different tiers of exposure on the event website)
- Swag Bags or Gifts

Essentially, nothing is off limits. This list could easily go on. Work with sponsors to think outside the box and come up with something unique that will increase the dollar value of their package. You never know what promotional efforts or campaigns a sponsor is working on, and there just may be something fitting that wasn’t in your original offering. Be flexible.

Naming Sponsorship Levels

What's in a name? This may not be the most important decision you'll ever make, but it's fun and fitting to come up with Sponsorship Levels that match the goals of your event. Here are some examples:

Basic/Generic Levels

1. Presenting Sponsor
2. Platinum Sponsor
3. Gold Sponsor
4. Silver Sponsor
5. Contributing Sponsor

Gala

1. Illumination
2. Inspiration
3. Sparkle
4. Glow
5. Energize

Film Festival

6. Red Carpet
7. Premiere
8. Spotlight
- 9.

Benefit for a Cure

1. Cure
2. Breakthrough
3. Discovery
4. Research
5. Friend

Dog Themed

1. Top Dog
2. Mastiff
3. Great Dane
4. German Shepherd
5. Golden Retriever

Wild Animal Themed

1. Lion
2. Jaguar
3. Leopard
4. Lynx
5. Cheetah

Baseball

1. Grand Slam
2. Homerun
3. Triple Play
4. Double
5. Game Ball

Restaurant

1. Investor
2. Sous Chef
3. Chef
4. Host
5. Server

Computer

1. Gigawatt
2. Megawatt
3. Kilowatt
4. Watt
5. Friend

Golf

1. Hole in One
2. Double Eagle
3. Eagle
4. Ace
5. Birdie

Western

1. Lone Star
2. Sheriff
3. Branding Iron
4. Ranch
5. Trail

Irish

1. Shamrock
2. Shillelagh
3. Blarney Stone
4. Claddagh
5. Friend

Church / Religious

1. Ministry
2. Messenger

3. Worshiper
4. Supporter
5. Friend

Wizard of Oz

1. Over the Rainbow
2. Emerald City
3. Land of Oz
4. Ruby Slipper
5. Yellow Brick Road

Beer

1. Keg
2. Growler
3. Pint
4. Can
5. Tasting

Ski Resort

1. Double Black Diamond
2. Black Diamond
3. Intermediate
4. Beginner
5. Bunny Hill

Gemstones

1. Diamond
2. Ruby
3. Sapphire
4. Emerald
5. Opal

The Ask: How to Find Event Sponsors

Now that you have your package set – and have presumably put that package together in web or print format – it's time to start generating interest.

1. **Understand your offer.** It's important that the team doing the selling has a good comprehension of what your package entails and what benefits sponsors will receive.
2. **Create your audience.** Set up a CRM or another way of organizing who your prospects are. Then, use multiple touch points to get in front of them.
3. **It's all about "who you know".** Having people on your team who have connections to the community or audience you want to get sponsorship from is your best asset. That's why it's often great to have a professional event planner on your side with a wide network of the type of connections you want to make.
4. **Get on the horn.** You know your audience, now start reaching out. This can be via email, social networks like LinkedIn or other platforms, but we usually find a simple old-fashioned phone call to be the most effective. And don't be afraid to be tenacious. You've planned your event with sponsors in mind and chosen your sponsorship prospects that are truly a good fit. This potential sponsor *needs* to promote their product to your audience. Believe it. Sell it.
5. **Show them the way.** If you have photos or testimonials that lend credibility to your event from other sponsors, be sure to include those to prospects. Sometimes, a prospect just needs to *visualize* what you'll be getting for their dollar.
6. **Have the stats ready.** How many attendees did you have last year? What is expected this year? Demographics? A prospect needs to understand these things to ensure the event lines up with their goals.

Sponsorship Request Letter Example:

Smithtown Film Festival

Positivity through film

December 1, 2015

Mary Denton
1800 Main St.
Brooklyn, NY 11201

Mrs. Denton,

The Smithtown Film Festival is coming to town!

The fifth annual event will be held June 1-6, 2016. Over half a million people from all over the world attend this internationally renowned event each year, and this year is expected to draw even more attendees.

Would you like to get Channel Marketing Co. in front of thousands of influential filmgoers? We think your business would be a great fit for our audience, and we are actively seeking event sponsors. The sponsorship window will close on January 24th, so act now.

View available sponsorship packages at www.smithtownfest.org/sponsor.

We have a variety of packages available with varying benefits to you, your team members, and your potential customers. You will be recognized on our website and other film festival collateral depending on the package you select.

I will follow up with you in person in the coming weeks. I look forward to working with you.

Best Regards,

Bethney Ruggiero
Executive Director
Smithtown Film Festival
(212) 877-4744

Execution: Managing Event Sponsors

The best way to manage event sponsors without a hitch is to assign a dedicated person or team of people to be the go-to. This team would ensure everything is in line for their sponsors.

- Space rental
- Printed materials approval
- Permits needed from the city or county
- Submitting booth specs to sponsors
- Approvals for special displays
- Security, medical and other event staff
- Communication and issues with sponsors

Finally, and importantly, it is this staff's responsibility to ensure the sponsors are happy and communication is good. Were the sponsors' expectations met? Did attendees visit their booth? What was the demographic makeup of the attendees? Were they engaging? A solid follow-up strategy with sponsors ensures they are happy and will continue to renew with your event, and growing your sponsorship pool year over year is always a good thing.

Successful Events

Sponsorship can really make or break the success of an event. At Strategic Event Design, we have decades of combined experience in ensuring your sponsorship arm is a success. We make you look good.

If you're looking for an event planner with the experience and expertise to help you pull off a successful event, contact Strategic Event Design. We specialize in meetings, brand experiences, digital and corporate events.



Let's Connect!



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