

Ultimate Guide to Event Sponsorship



E - B O O K B Y *Ukhona*



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Ultimate Guide to Event Sponsorship

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Introduction

If you've planned and organized an event, you know that the big day can't go on without sponsorship. Finding sponsors, giving them a good proposal, getting them onboard, promoting them, and encouraging their engagement (whew, that's a lot) can be difficult. That's why we're here to help! In this e-book, we'll teach you tips and tricks that will increase the number and quality of sponsors at your event in no-time!

from,

the *Ukova* team

CHAPTER 1

Getting More Sponsors

We know finding new sponsors can be an ordeal, but it doesn't have to be. It's a necessary component that many event organizers struggle with. How to attract new sponsors? The standard process of approaching potential sponsors feels trustworthy yet tired: it lacks in innovative new methods to get more sponsors for an event. With the Whova event app, we have a few new tricks up our sleeve to make this process a bit more promising.

Challenges

Finding the perfect partners for your event is a crucial step in ensuring a great experience for your attendees. These collaborators will ensure that you have a meaningful message and help to contribute to an authentic conversation with all participants. You also want to encourage sponsorship team members to get creative when connecting with your mutual audience. As the organizer, you want to plan the best event possible. If you've planned many events in the past, you may have had to face a financial fork in the road: use your own money to throw the perfect event or come up short after a subpar sponsorship search. Why would any organizer want to throw a lackluster event or go into debt from the perfect conference?

Finding the perfect partners for your event is a crucial step in ensuring a great attendee experience.



TWEET THIS

A well-prepared, positive outlook on finding the perfect sponsors is the key to offering plenty of exposure for all participants involved and ensuring that many more events can take place in the future!

Solutions

We've all heard that event sponsorship is like a wedding proposal..."don't ask them to marry you on the first date." Are you really proposing to a stranger? Or have you done your homework? Once you're armed with solid preparation, great timing and a phenomenal tool kit, we can assure you that integrating a few simple strategies for finding sponsors into your [event organization plan](#) will do the trick.

1. Do You Know Your Demographic?

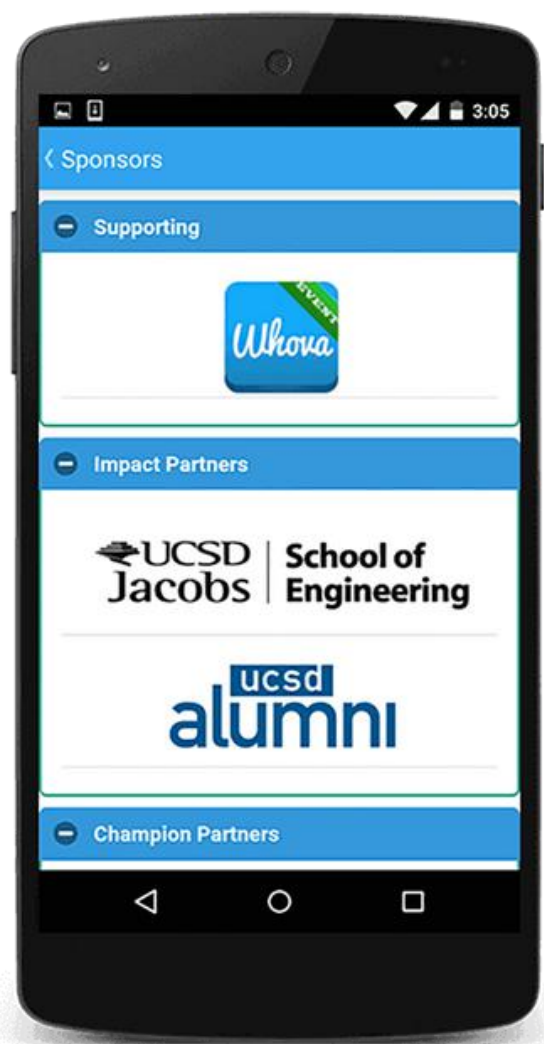


Take a moment to reflect on your mission and who your fan base is. The folks who are familiar with you and stand with your message are your platform. Now, you'll want to keep in mind the market you're going to pursue and do plenty of research about it. Whether your niche is nonprofits or nanotech, take a dive right into understanding the routines and trends of your target market. When founding the Women's Small Business Expo, Linda Hollander took advantage of free information about her demographic. [She stated:](#)

"Find out the spending power and purchasing habits of your target market. Research the median income and educational level. Consider the publications your demographic reads. Then ask for media kits from those publications. According to Hollander, media kits will reveal amazing things about your demographic—all provided for free."

Your comprehension of how your fans and key market behave is a huge help for the next step in strategizing.

2. Whova App Provides Ways for Sponsors to Shine



Sponsors love our app, and some are happy to cover the cost of the [Whova app for your event](#). Once you unlock paperless networking with Whova, you can begin your outreach and research into potential sponsors. Share your brand and connect with people nearby or thousands of miles away. After securing sponsors, you can host your partners' logos with banners and listenings for long after the event is done. Brands will want to be remembered with a meaningful experience and beautiful branding on every outlet you offer up. Share your stunning backdrop, specs, and every element of publicity you can deliver upfront.

3. Your Marketing Needs: Sponsor Levels and Benefits

Upfront, place a value on each and every benefit you'll be offering so you can evaluate an idea of what sponsorship levels you'll want to sell. Remember, pricing levels should be unique and tempt past partners to contribute even more than your last event. Sponsors should be integrated in a sincere, significant way, which could be everything from a distinctive addition to the swag bag to transforming the event into a team-building trip. For a strong example of creative sponsorship perks, take a look at [SXSW's 2015 Marketing Deck](#).

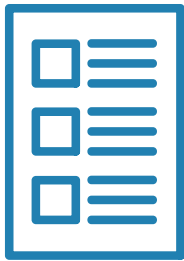


4. Make a Perfect Pitch, Build Better Relationships

You're simply calling to talk, but be mindful of when. Regardless of what type of event you're organizing, being wary of the best and busiest times to call will help your proposal. Each company will have a different culture to tailor your timing for. A great way to get a head start on avoiding any roadblocks is to simply call human relations and ask when the ideal time may be to contact the appropriate person.

It is HR’s responsibility to make their business look great, so more often than not, these folks will be the guiding light to pitching a perfect sponsorship game. According to [Idealist](#), who you’ll speak with will depend on the size of the company. Your contact at small companies will likely be the business owner themselves; at medium-size companies, the marketing or HR department will be your point of contact; and large companies you’ll probably be directed to their sponsorship department. Regardless of company size, you’ll want to reach out months in advance.

Here’s what to do when reaching out to potential sponsors:



Check their sponsorship guidelines, when possible: If you’re approaching corporations, keep in mind that big companies are hounded with requests like this constantly. Corporations may have sponsorship guidelines and a planned budget for the year (usually October) so think ahead and act early if they seem like a perfect fit.



Make an emotional connection: Telling a life-altering story to someone who has to decide whether to give you money can be the start of an amazing connection.



Communicate what your mission is and why organizing this event is important to you and your organization. Cultivate a connection based on any shared values you and your sponsors both support.



Ask for help: If you’re new to this, seek experienced advisors to help you with the entire proposal process. You should be asking your volunteers, staff and board for suggestions and their connections.



Like we said earlier, **know your key market.** This will help convince them that your event is the perfect event for them to become involved with.



Keep it concise: Brevity can dazzle. 20 seconds is plenty of time to introduce your conference, audience, mission, and any press that will be present.



Have your amazing benefits for sponsors prepared to share:

(Make sure to display a list of your previous sponsors proudly along with some key attributes of your last audience.)



That goes for pricing, too: Be ready to ask for the money.

If they're not interested in sponsorship, they still may want to participate or even volunteer at your event. This is a priceless way to foster new connections.

5. Double, Triple Check Everything

Finally, long after you get sponsors for your event, even the most seasoned event managers anticipate forgetting something important. To avoid the frustration of that grim feeling, we have put together [some refreshers to jog your memory](#).

- **Promote Sponsors During the Event:** This can be as simple as a “Hello, My Name Is” badge, but it certainly doesn't have to be. Let your partners know how you will be showcasing your sponsors during your event and provide them with plenty of ways to communicate with attendees.
- **Communicate with Sponsors:** Attendees will require plenty of efforts in crystal clear communication, but don't leave out your sponsors! Designate someone to solely ensure that sponsors stay happy and stay in the loop during the course of your event.
- **Share the Recap:** Often forgotten, but this step has plenty of value for your sponsors. Keep sponsor relationships strong for the long-haul with a handy recap of your big day. This should feature metrics like how many attendees came, top social media moments, survey results or anything you can tailor to their experience with you.

C H A P T E R 2

Sponsor Proposals

Now that you know how to obtain more sponsors, it's time to learn how to properly propose to them. As an event organizer, it's your job to pitch potential sponsors with a perfectly tailored event sponsorship proposal. By clearly demonstrating why it's in a potential sponsor's best interest to fund your event, you'll create lasting relationships that could benefit your organization for years to come. That's why we've made it easier than ever to make the perfect pitch with our 7 hacks for your next event sponsorship proposal. Follow each one to get those leads converting into actual sponsors.

1. Choose the Right Leads

A killer event sponsorship proposal starts with a well-researched prospect list. It doesn't matter how good your proposal is if you're not sending it to the right leads. Save yourself time and increase your chance of success by only targeting warm prospects. So how do you do that? Start off by soliciting businesses that have funded your organization in the past — even if it's been a few years. Then reach out to colleagues in other departments for ideas on companies with corporate social responsibility objectives that align with your mission. You can also research similar or competing events to find out sponsors.

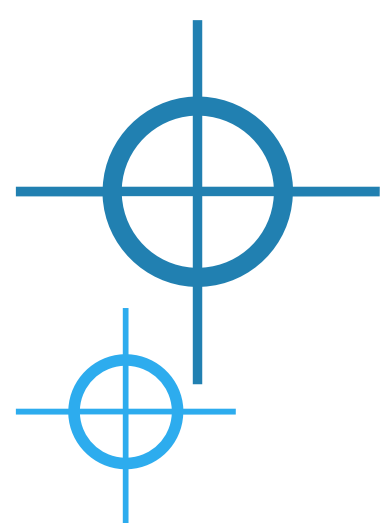
Be conscious of the language you use in your event sponsorship proposal.



TWEET THIS

Once you have your initial list, narrow it down further by analyzing each company’s apparent marketing goals and sponsor history. Look at previous events or organizations they have sponsored and what type of audience they typically market to; both pieces of information help you determine their likelihood of funding your own event.

2. Demonstrate Your Target Audience



Once you have your prospect list, it’s time to craft the perfect event sponsorship proposal. While it’s important to tell a story, it’s absolutely essential to convey the potential gains a sponsor could receive from your event. The best way to do this is by giving detailed insights into your target audience; after all, these are the people sponsors are advertising to and could become potential customers. No matter where you are in the planning process, you should have a strong grasp of your audience demographics. Is your event targeted to a particular type of profession? What’s the geographic scope of your audience? What’s the purchasing power of the largest age group? Dedicate a section of your event sponsorship proposal showing that your target audience is also their target audience.

3. Cite Historic Measures of Success

You’ve piqued the potential sponsor’s interest with your audience demographics and now it’s time to roll out the red carpet. Mention any significant success stories previous sponsors have witness, including Facebook page likes, unique page visits, or even increased sales. If you’re not sure, reach out to your contacts at sponsoring organizations and ask for some data. Anecdotal stories work, too. You can include one or two of these as a testimonial in your proposal and using real names of other sponsors gives your event credibility. Remember, the ultimate goal is to show that all sponsors can expect real results by investing in your event.



4. Highlight Unique Sponsor Benefits

It's no secret that the meetings and events industry is growing exponentially; in fact, the [Convention Industry Council](#) estimates that there are at least 1.8 million meetings, conferences, and events every year throughout the U.S. While that's great for event planners, it also means there is increasing competition for sponsors. That makes it especially important to show off your most unique sponsorship opportunities in your proposal. Yes, we all know the biggest contributors receive a full page ad in the program...but what makes your event special? Get creative with perks beyond the standard. [Whova](#), for example, allows you to highlight sponsors directly through your attendee engagement app, through both banners and links. Stand out from the crowd of requests by demonstrating your competitive advantage.

5. Use Results-Oriented Language

As an event planner, marketing might not come as first nature to you, so it's important to be conscious of the language you use in your event sponsorship proposal. Select words that are most likely to convert prospects into sponsors. How? Research shows that the [two most effective words](#) in any pitch are “you” and “because.” Speak directly to the recipient of your proposal and give them reasons for your request. Other power words include: bonus, exclusive, new, results, premiere, plus, create, and save. Think of how you can creatively incorporate some of these terms into your pitch. For example, you could include something like, “As a bonus, sponsors who sign up before May 1 receive premium placement on the main page of our new event app, Whova.”

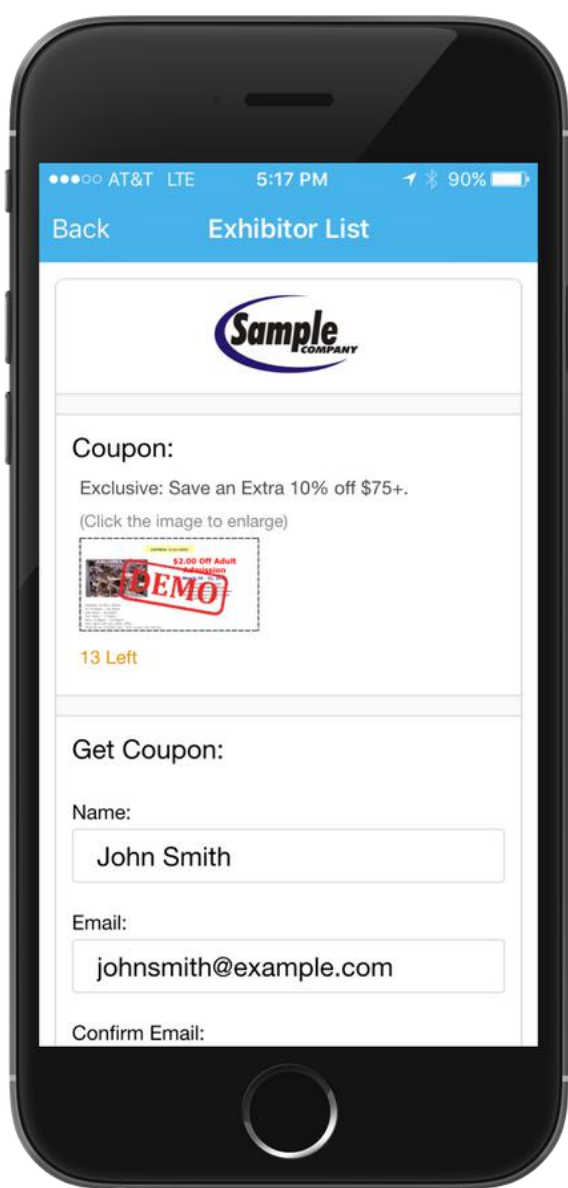
6. Customize Each Sponsorship Proposal

While it may be tempting to mail merge a hundred of the same exact letters while only customizing each contact's name, you're much more likely to get positive results if you tailor the content as well. Use relevant statistics to the size and industry of a specific business, as well as the best sponsorship opportunities. For example, is it better to pitch sponsorship or exhibit space for a particular company? You can also offer to discuss customized benefits, particularly for larger sponsors.

The last thing you want is for a potential sponsor to toss your proposal because it looks like mass-produced spam. Remember to always sound personal, thoughtful and sincere in everything you communicate. People can tell the difference.

7. Offer App Integration for Exhibitors

One of Whova's newest features is a [showcase section for exhibitors](#). This can be a huge draw in your event sponsorship proposal because it allows companies to engage with attendees during and even beyond the event. You can list all exhibitors, then include promotional details when selected. They can offer coupons, discounts and even target leads based on specific demographics such as industry or job title. You can also send leads directly to your exhibitors. This perk offers tremendous value in your event sponsorship proposal because it automates processes in real-time. What used to take weeks after an event in gathering leads and following up now takes just moments during the actual event. Show potential exhibitors how they can take advantage of the event's momentum while they're actually there.



Test Your Knowledge!

Which of the following will lead to a good sponsorship proposal?

- A.) Demonstrate your audience
- B.) Choose the right leads
- C.) Highlight unique sponsor benefits
- D.) Avoid citing historic measures of success
- E.) All of the above
- F.) All except D

Answer: E

CHAPTER 3

Promoting Your Sponsors

So you've found, proposed to, and obtained many sponsors. Now what? We've been in this business for a while, and we understand that a huge part of being successful at event sponsorship is effectively promoting your event sponsors so that they keep coming back year after year.

Remember, event sponsorship is a win-win for everyone: your organization gets the funding it needs for your event and other programs, while partnering businesses get the chance to increase their brand recognition in front of a receptive audience. By having sponsors that come back for each of your events, you're ensuring a steady stream of funding. In return, in order to keep them on board, you have to promote them in the best way possible!

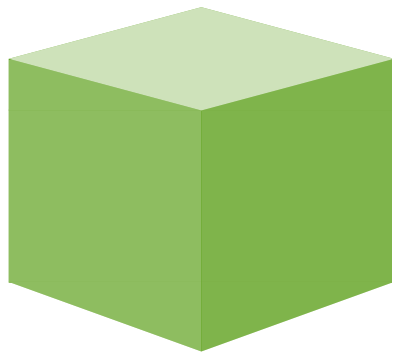
To help you out, we've compiled our favorite lessons that keep event sponsors happy. You'll find out exactly how to steward these relationships before, during, and after your event to not only make each sponsor feel personally attended to, but also to keep your own sanity while handling all of the event details.

“Attract sponsors by demonstrating the value of your event.”



TWEET THIS

DO



1.) Think Outside the Box for Sponsorship Packages

When you're first pulling together proposals to pitch to potential sponsors, you'll most likely offer pre-designed packages for varying levels of promotion. However, don't be afraid to also propose customized perks designed specifically for one major sponsor. You can even advertise this feature in your proposal. Conclude your letter by saying something like, "If you have a sponsorship idea you don't see on our list, we can create a custom package for your company. Contact me to discuss how we can help promote your brand at the Young Business Leaders Conference." Your personalized service will stand out so that they keep coming back to sponsor year after year.

DON'T



2.) Target Irrelevant Leads

You might be tempted to cast a wide net and hit as many potential sponsors as possible, regardless of how relevant they are to your event's mission. But refrain from being too indiscriminate with your leads, otherwise you're likely to waste time — both yours and the prospect's. Even if a lead who doesn't have much in common with your event does decide to become a sponsor, it's very unlikely that you'll be able to deliver them with satisfactory results, and everyone will be unhappy as a consequence. If you don't share any goals or target audience with a company, look elsewhere for sponsors.

DO



3.) Be Realistic with Expectations

This is another lesson that benefits both you as an event planner and your sponsors. Before you even send out your event sponsorship proposal, make sure you are able to deliver on your promises. That means coordinating with your vendors and venue in advance to ensure space for signage, exhibitors and any other details you plan on offering sponsors. If a sponsor asks you for a customized package, don't say yes right away if you're not sure about the specifics. Instead, confidently assure them that you're happy to make something work and will respond back as soon as possible with a plan.

DON'T



4.) Go Over-Budget on Sponsor Promotion

Not only do you need to manage expectations in terms of capabilities, you also need to do so in terms of budget. And when we say budget, we mean both money and time. Because you obviously need to make sure that the sponsor's contribution covers their promotion and potentially leaves money leftover, depending on the overall fundraising needs of your organization. But you should also value your time as an important asset. All too often we see event planners getting stretched far too thin, particularly in the days and weeks leading up to an event. Make sure you have both the monetary and human resources to deliver on every sponsorship package.

DO



5.) Create Metrics for Success

We find it helpful to work with sponsors to determine metrics for success. This is beneficial for two reasons. The first is that it makes sure everyone is on the same page. We talked about setting expectations earlier, and metrics for success is a complementary step that allows everyone to understand why a certain promotion opportunity is important, whether you're trying to target a specific audience or advertise a sponsor's new product. Afterwards, you can establish how well you've done your job. This leads us to the second reason you should create metrics: leveraging them for future sponsors. The next time you plan a similar event, you'll have compelling statistics to show your leads; for example, you could easily demonstrate how former sponsors saw spikes in their social media campaigns or amassed a certain number of targeted leads from your event.

DON'T



6.) Be Afraid to Ask for Help

Not only do you need to manage expectations in terms of capabilities, you also need to do so in terms of budget. And when we say budget, we mean both money and time. Because you obviously need to make sure that the sponsor's contribution covers their promotion and potentially leaves money leftover, depending on the overall fundraising needs of your organization. But you should also value your time as an important asset. All too often we see event planners getting stretched far too thin, particularly in the days and weeks leading up to an event. Make sure you have both the monetary and human resources to deliver on every sponsorship package.

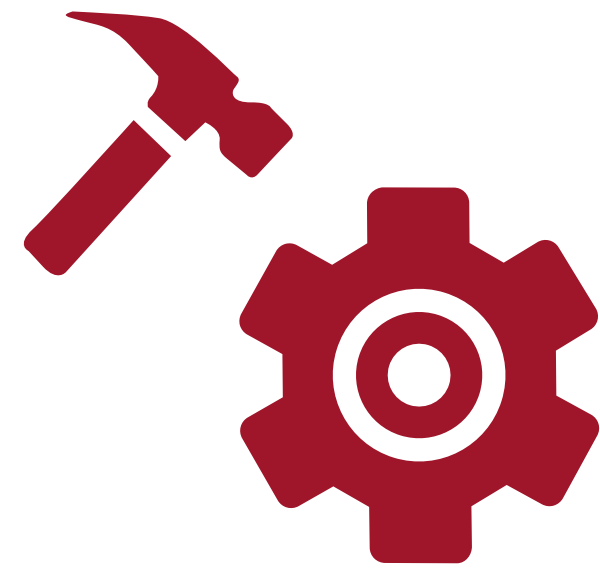
DO



7.) Stay On Top of Technology Trends

The best way to attract sponsors is to demonstrate the value of your event while setting yourself apart from your competition. An innovative way of doing this is by integrating technology into your event platform. Incorporate a conference hashtag on Twitter or create an interactive Facebook event page. You can also use a sponsor-friendly app like [Whova](#) to create a mobile brochure and add new sponsorship appreciation opportunities. The more unique ways you can increase your the brand visibility of your sponsors, the more success you'll have in retaining their financial support in the future.

DON'T



8.) Change What's Already Working

If your company is like most others these days, then you are constantly being asked what you can do to improve and change your line of business. You might even feel like you're evaluating your work more than you actually perform your work! But that doesn't mean you have to fix things that aren't broken, especially when you have recurring sponsors who appreciate a proven business model. Always innovate, but also don't be afraid to keep what works.

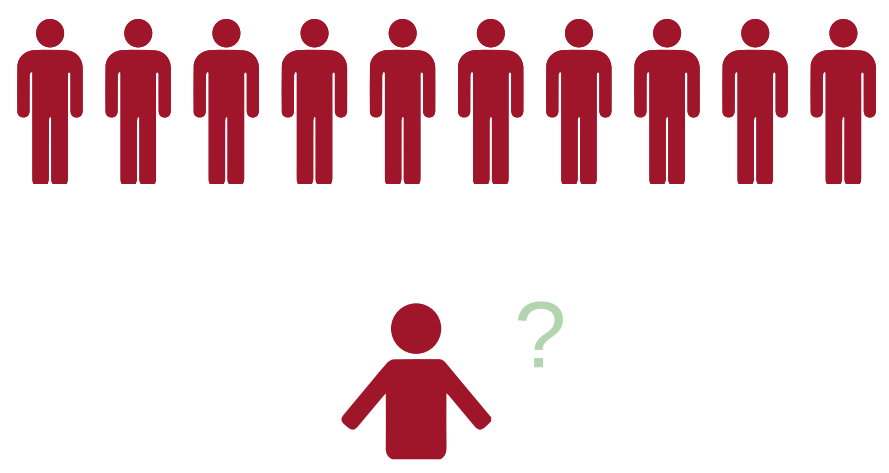
DO



9.) Ask for Constructive Feedback

That being said,there’s always room for improvement to some degree. Ask your sponsors for feedback on what is and isn’t working directly after the event, while it’s fresh in everyone’s minds. If you wait too long, no one will remember small details that can easily be changed next year. This is a fantastic way of positively engaging your sponsors and making sure they know their opinions are important. Of course, make sure you act on any feedback that is reasonable and do-able, otherwise you run the risk of making your sponsors feel like they aren’t being heard.

DON'T



10.) Forget to Create Lasting Relationships

Turn one-time sponsors into recurring sponsors by fostering a positive relationship even after your event comes to a close. There are a number of ways you can continue to promote your sponsors through your available networks. Do a follow-up post on social media and share photos with the sponsor’s brand visible in the background. If someone won a prize from your sponsor, interview the winner and write a blog about them. Steward your sponsor relationships just as you would any other client. You won’t just keep them coming back each time, you’ll ideally convert them into even higher-level sponsors once they see how much value you add.

C H A P T E R 4

Sponsor Engagement



Some sponsors want to see the value you're adding to the community at large.

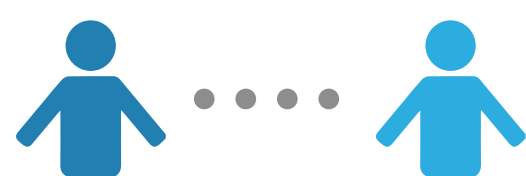


TWEET THIS

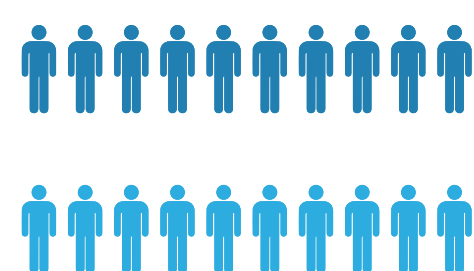
After all the money, time, and energy you put into obtaining more sponsors for your event, wouldn't it be stellar to have more interaction and engagement from your sponsors? It can be done, that's for sure. However, not all sponsors are as invested as you might hope. How do you get them to go all-in and engage in a big way? What's the key to make your event memorable not only for them, but exhibitors and attendees, too, all while enticing sponsors to support your event year after year?

The answer can be broken down into a marketing technique that's surprisingly simple: adding value. While it sounds easy, acting on this, however, can be more of a challenge because everyone internalizes value very differently. Some sponsors will want to see value for themselves, others may want to see the value you're adding to the event, or community at large. Here are a few tips and tricks to keep in mind when crafting the value your event provides.

Cultivate Non-Sponsor Relationships



It’s likely been said before, but you never know when a business or individual you’ve spoken to in the past may have a change of heart. To add a level of integrity to your event, you want to maintain a positive outlook and continue to build relationships to those who haven’t jumped on your bandwagon. Eventually, they may become your biggest ambassadors because they know how you treat the event, and prospects as a whole.



As your events grow in popularity, for example, any naysayers may find their way back to you via positive reviews, or friends who have been to the event. How you engage with those who choose not to sponsor you can positively (or negatively) impact their experience and willingness to change their minds. Always remember to cultivate all relationships as if they’re going to sign up at any time and stay on for the long haul. You never know when you might be right.

Provide Year-long Programs

Depending on your event, you may want to consider how you could develop a year-long sponsorship program, rather than a one-off event. By doing so, you’re able to ask for more money from each sponsor, while opening up yourself to providing value to them throughout the year. This gives your sponsors the opportunity to give more without feeling like everything is hinging upon a single event. For further actionable tips on how to get more sponsors to sign up for your event, [check out this article](#).



Get into the Mind of Your Sponsors



Your event may have all the makings of something great, but if your sponsors don't see the value to their company, they won't want to engage—or worse—return. It's important to always keep in mind your event is first and foremost an opportunity for your sponsors to connect and capture the interest of their own target audience.

Through communicating with all of your sponsors early, not only are you cultivating the relationship you have with them, but you're also given the unique opportunity to understand their end game so you can throw a more effective event. With a little understanding, you're better able to boost their success, as well as your own. When you do this, your sponsors not only engage more enthusiastically, they want to come back year after year because they know they're right where they need to be.

Embrace Technology

Technology has been changing the way we promote sponsorships and exhibitors at events for the past few years. After all, we live in a digital world, why not embrace the hybrid between the digital and reality? What's resulted is a more interactive experience that can guide attendees through an event, engage them with exhibitors and sponsors alike, and give everyone in attendance an experience to remember. When you use a mobile app, [like the one Whova provides](#), your options for supporting your sponsors increases exponentially. Promotional activities, contests, targeted lead generation are just a few of the ways technology will add value. What's more, you can add last minute sponsors and exhibitors with ease (try doing that with pre-printed flyers and vinyl banners).

Hold Your Sponsors Accountable



Having specific, actionable goals you’re trying to reach and being able to relay that information to your sponsors will help them feel like there’s more at stake than just another promotional event. We all like to feel like what we’re doing makes a difference. Let your sponsors into the inner sanctum and explain exactly what you need from them; then hold them to it. If you need their help to actively participate and engage with attendees, give them a goal to reach towards. Trust us, they don’t mind!

Continue Outreach Afterward



We cannot stress enough how huge it is to continue to support and build your relationship with your sponsors once the event has ended. Don’t just drop them afterward and hope they return, because it likely won’t happen. Instead, reach out to them with thank you’s, detailing how successful the event was. Let them know the final outcome, how many people attended, or how much money the event raised. Provide them with specialized packets to showcase how you promoted them before, during, and after the event. Reach out to ask them how they felt the event performed. Ask what worked for them and what could be improved upon in their perspective. Keep records to improve upon for next time, and to also provide talking points going forward as you reconnect over the year. Send email updates, newsletters, and perhaps mailings (think Christmas cards) when appropriate. However, a special to note for non-profit events: don’t go overboard with mailings. Not all sponsors will feel this is the best use of the resources they may be providing with their support. Trust your instincts; you know your sponsors best.

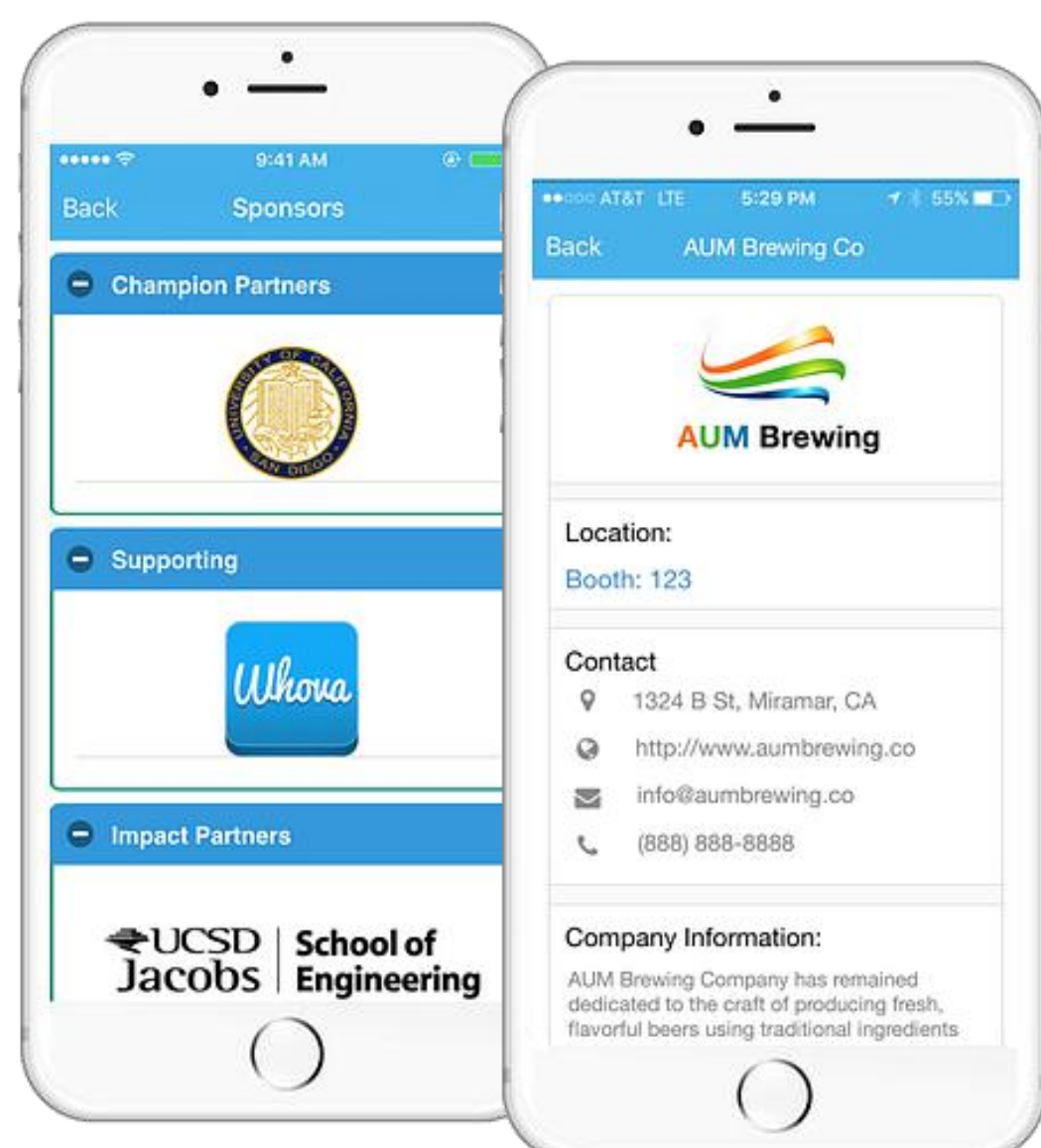
CHAPTER 5

Leveraging Technology

By leveraging technology, you can nurture your relationships with your sponsors. The technology you choose to use should give them tools to make their brand more visible. Whova is a great option that achieves this and more, impressing potential sponsors and keeping existing ones happy. Here's more information about the Whova platform:

Key Benefits for Sponsors

- Maximize brand exposure with banners/lists
- Get insight of attendees via SmartProfile
- Connect with the right attendees
- Scan/exchange e-business cards
- Retrieve leads hassle-free
- Drive booth traffic with coupons and raffles



Give your sponsors the tools to make their brand more visible.



TWEET THIS

Maximize Exposure with a Highly Adopted App

Broaden your competitive edge by improving your company’s public image, prestige and credibility through highly visible showcase opportunities.



9,377

Sponsor Impressions



100%

Download Rate



MAEC
96%

Love Whova

*We were a major sponsor of the Mardi RAW conference and very much liked the app. We may **suggest it in the future to other conferences and maybe even sponsor it.***

Mark Vera, Director of Operations and Sales | Aqua-Tech Co

Engage Attendees in Personal and Organic ways

Combine your various showcases on promotions and job openings with attendees’ social content on the public bulletin board, and engage the right attendees via instant chat.



989

Bulletin Board



3,429


Messages

*As a sponsor, I found Whova to be fantastically useful. The ability to connect with conference attendees I might not have seen and to do so in a **friendly, not overly-forward manner**, was invaluable.*

Heather Solos, Director | Feedblitz

Get High Quality Leads and Insights


Qualify leads based on Whova’s breakthrough SmartProfiles, instantly digitalize their business cards into your mobile device, and stay in touch.



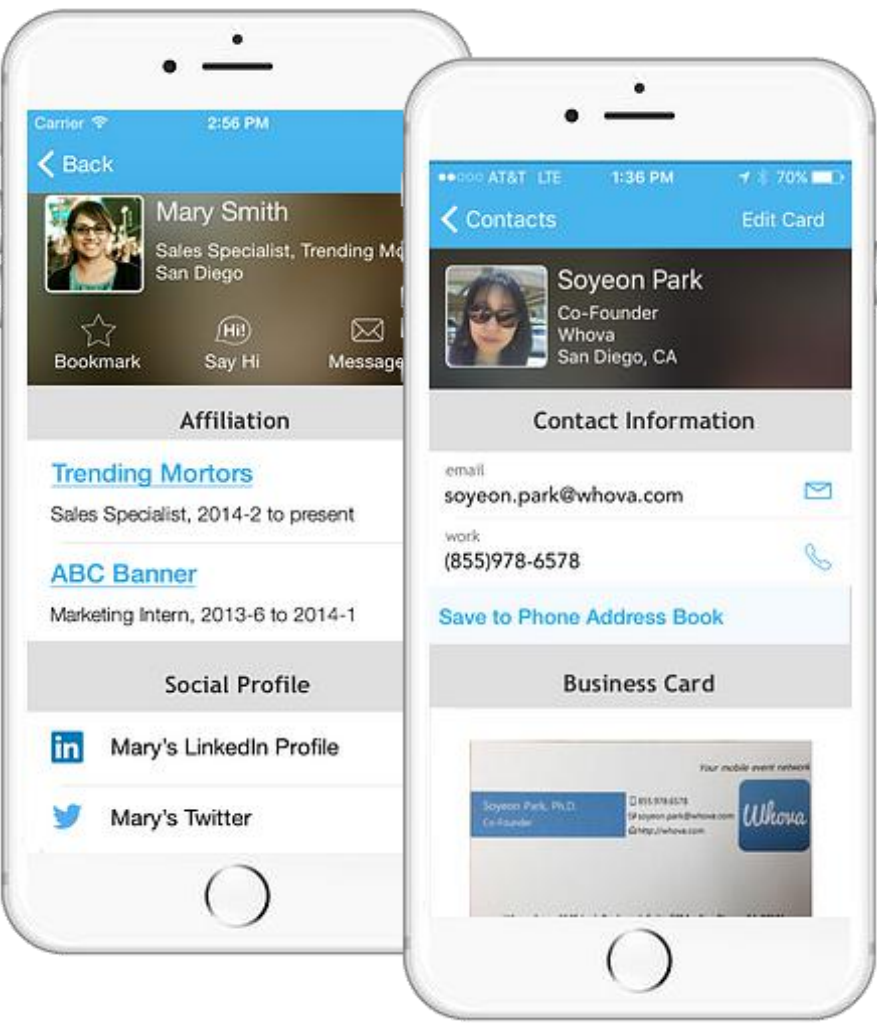
3,349
Attendees with Profiles



16,507
Profile Views

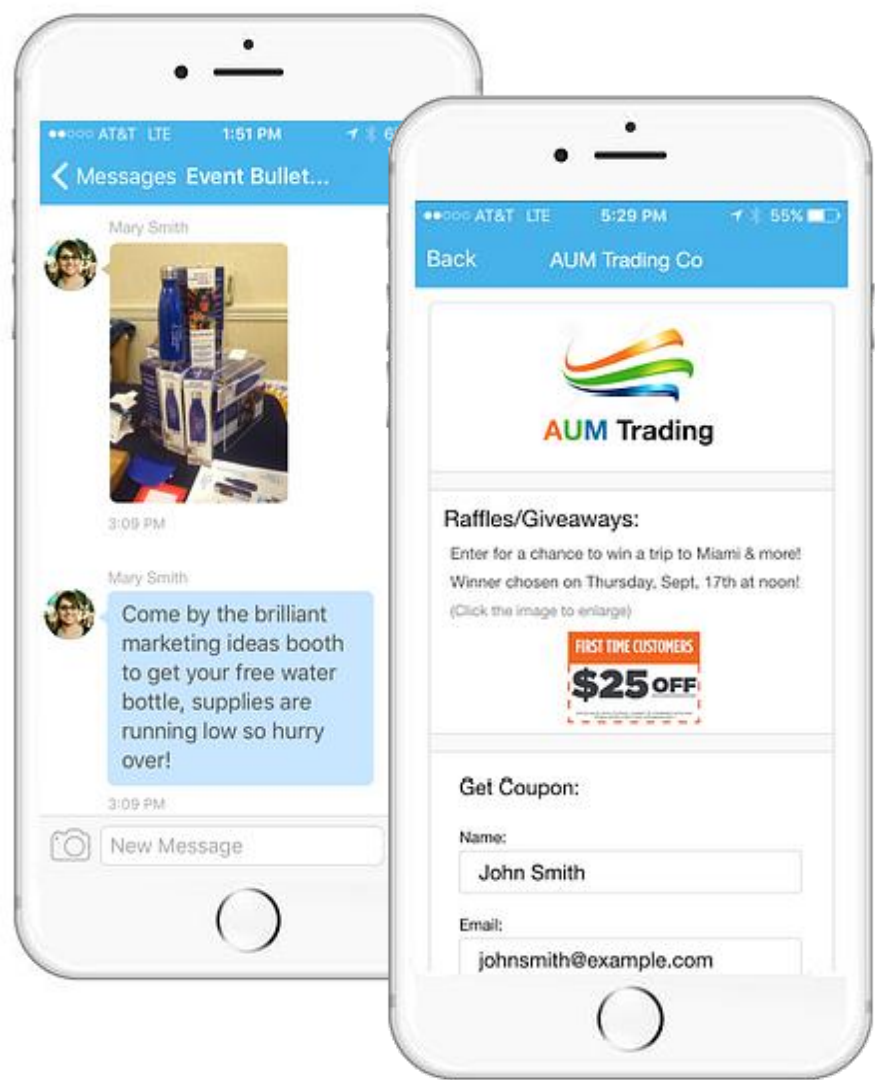


3,429
e-Business Cards exchanged



*I found the Whova app to be practical, easy to use, and a good investment of my time. I’ve already had **contact with the leads** I put into the app.*

Ty Stevenson, Consultant | LEGO education



Drive Booth Traffic

Eliminate the handling of lead retrieval equipment. Drive booth traffic through coupons and raffles, and seamlessly and instantly access visitors’ information.

This app made our trade show attendance very efficient and we were able to capitalize on quick meetings during the trade show but also keep building business after the show. I wish more shows would use it.

Bertrand Haure, Galway Trading USA LLC

Exposure

- Sponsor Banner Ads
- Sponsor List
- Custom Links
- Collateral Upload
- Social Media Integration

Lead Engagement

- Attendee SmartProfiles
- Instant Chat
- Business Card Scanning
- Contact Exchange
- Quick Lead Qualification

Booth Traffic

- Customized Promotional Offers
- Easy Lead Retrieval
- Lead Bookmarks
- Performance Metrics

CHAPTER 6

Sponsorship Tips from Experts

We've presented some great insight that will help you coordinate excellent sponsorships. Now you're ready for some awesome insider tips from seasoned experts to take your event further!

Work Closely with Vendors

“As cash sponsors have become increasingly difficult to secure, I work closely with vendors, seeking their partnership through trade or heavily discounted rates for supplies and services, which significantly reduces hard costs. Event Underwriters are recognized for the value of their support in the same manner as any cash sponsor. I also work to customize sponsorship packages so they offer the most ROI for each sponsor or event underwriter.



Pearl Ford-Fyffe

Pearl Ford-Fyffe has 35 years of management experience in Business Operations and Administration including human resources, training & development, advertising, marketing and public relations, for both corporate and non-profit organizations.

“Customize sponsorship packages so they offer the most ROI



TWEET THIS

Anticipate Challenges



If you are planning to secure corporate sponsors, there are some unique challenges to anticipate. Large companies have so many different budgets to work from and even if one part of the business says no, you may still be able to find a different player who says yes. It's vital to have several ways to align with a sponsor's interests. LatinaVIDA offers workshops and networking programs that can appeal to a company's recruiting efforts as well as the company's marketing or public relations within the Latino community. It's key to understand and position your event to the right decision makers and design your proposal accordingly.



A second challenge is that there are funding cycles for event sponsorships and you may be calling the company after they have allocated a year's worth of events. It can be frustrating to know you missed a deadline two weeks ago that you didn't know existed. Be prepared to track this information so that you can pitch the company next year. It also helps to know the best time frame for your event. Some of our past sponsors see Hispanic Heritage Month as a natural opportunity to sponsor our workshops or networking events and its key to start asking almost a year in advance. Some companies have a lengthy process for reviewing proposals or qualifying a nonprofit entity. It helps to start early!



Maria Hernandez, PhD

Maria Hernandez, PhD. co-founded LatinaVIDA in order to inspire the next generation of Latina executives. A senior executive with 25 years in consulting services, Dr. Hernandez currently consults to hospital systems and public health agencies on upstream health interventions and health equity strategies.

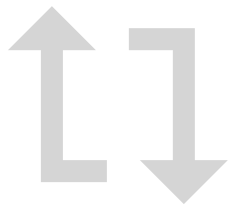
Pay Attention to Promises and Expectations



Having worked with sponsors and events for many years, on both sides of the table, for me it is about the promise and the expectations.



Sponsors give you money or in-kind, and in return they expect some kind of ROI, whether is just getting the brand out there, acquiring leads or actual sales.



The app is a great opportunity to expose sponsors, but they need much more than that: think key-note speaker opportunities or panels (bringing in experts or clients), booths in the break-out room, pull up banners, logo's on presentation slides, and a mere thank you from the host during the opening and closing sessions.



Michael Nord

Michael Nord has 25 years of international experience both in-house and consultancy: building, leading and facilitating multi-national teams, coaching leaders to maximise communication impact internally and externally; establishing strong relationships with executives, and providing strategic steer to internal and external communications/marketing projects across a variety of global regions.

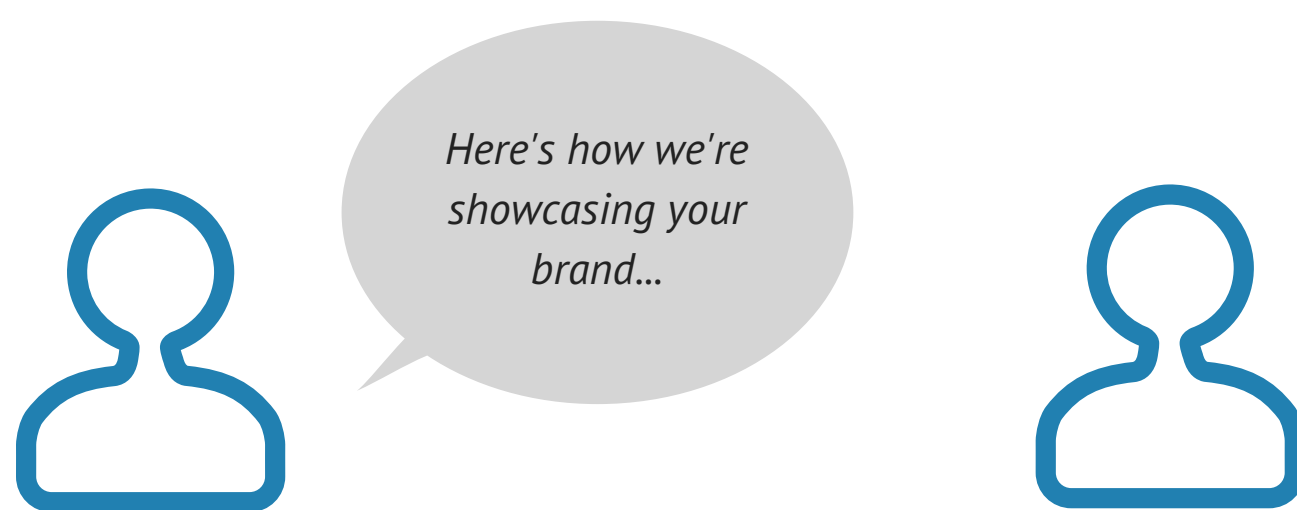


Sponsors give you money or in-kind, and in return they expect some kind of ROI



TWEET THIS

Keep Your Sponsors Involved



Keeping your sponsor involved is the key to securing your sponsors and keeping them around for your next event. Take time at least once a month to send them an update of how your event is featuring their brand. It could be as simple as a screenshot of a post about your sponsor on your event's Facebook page or asking them for feedback on how they think their brand is being represented. The important thing is to create that relationship so that your sponsor knows that their brand wasn't forgotten about once they signed the dotted line. By taking the time to treat your sponsor's brand with as much care as your own, you'll find that it will be easy to come back to that sponsor for another event and even ask for a referral!

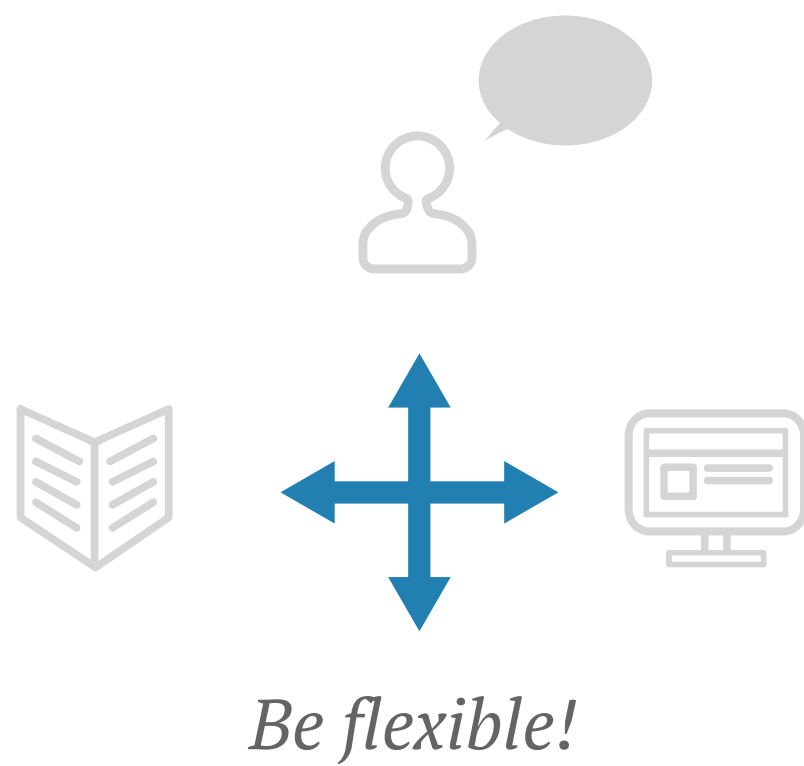
This is why I like using Whova. Not only is it a great way for displaying our sponsors, but it's a fantastic medium to get our sponsors involved with our event. Sponsors can see in real time how our attendees are interacting with their brand and how we as an organizer are positioning them. Again, the most important thing is keeping your sponsor involved because without them, there may not be an event to have!



Zachary Zolowicz

Zachary Zolowicz is the current Global Events Coordinator for ActionCOACH Business Coaching. Zachary found his passion for events while planning "Smackdown for the Cure," a professional wrestling show that raised funds for the Northern Nevada Children's Cancer Foundation.

Be Flexible in What You Offer



The best tip I can give is "be FLEXIBLE." Having a standard letter, program, and form is helpful from a traditional standpoint. It helps you as the organizer know what you have to offer sponsors and gives them details on your event. However, you must be prepared and willing to throw it out the window. Mind you, this actually keeps things easier for you. Most of the time businesses want something easy and straightforward. Each business is different and therefore has different needs. For example, having flyers at a table and representatives at the event (more traditional) may be important to one business, while a highly visible presence on a high traffic website, usually a place they can put their logo that directs to their website, could be the most important to another.

In conclusion, starting with a standard written program is a great way to start--just be sure to mention that you are flexible and willing to change things around to fit their needs. It is important to keep customization equal in value to be fair to your other sponsors.

Jennifer Kaskas

"I am a mother of two wonderful boys ages 7 and 10. My husband and I have been married 10 years and we live in Northern VA. I currently sit on the board of my children's school PTA (President, Hutchison Farm ES), hold a board position with VA PTA (Communications Chairperson), and the youth sports organization (Secretary, DSYS) my children and husband are very active in"

Conclusion

Key Takeaways

- 1 Gain more sponsors by creating levels and benefits, making the perfect pitch, and building better relationships
- 2 Have a well-thought out and customized sponsor proposal that highlights benefits and results
- 3 Promote your sponsor in a way where they feel personally attended to
- 4 Increase sponsor engagement by showing them the value of your event
- 5 Leverage technology, such as Whova, to nurture your relationships with sponsors

From researching sponsors to giving them a proposal, coordinating event sponsorship can be a challenge. It's especially pressuring when you consider that sponsors may provide essential financial support that your event may need.

You must be well-prepared to show your sponsors why sponsoring you would be beneficial. Make sponsorship levels, perfect pitches, customized proposals, and more to persuade them to get on board! Promote your sponsor well and show them the value of your event to get them to engage with attendees and have an awesome event!

While all of this maybe overwhelming, just remember that you're not alone! Whova is here to help your events and sponsors shine.



[View a demo!](#)

[Learn more about us!](#)

Thanks for reading!

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ABOUT

Whova has supported thousands of events globally with an online registration service and the Whova mobile event app. Organizers can save time and money if they set up and manage events through Whova's all-in-one solution. Revolutionize event engagement and networking!

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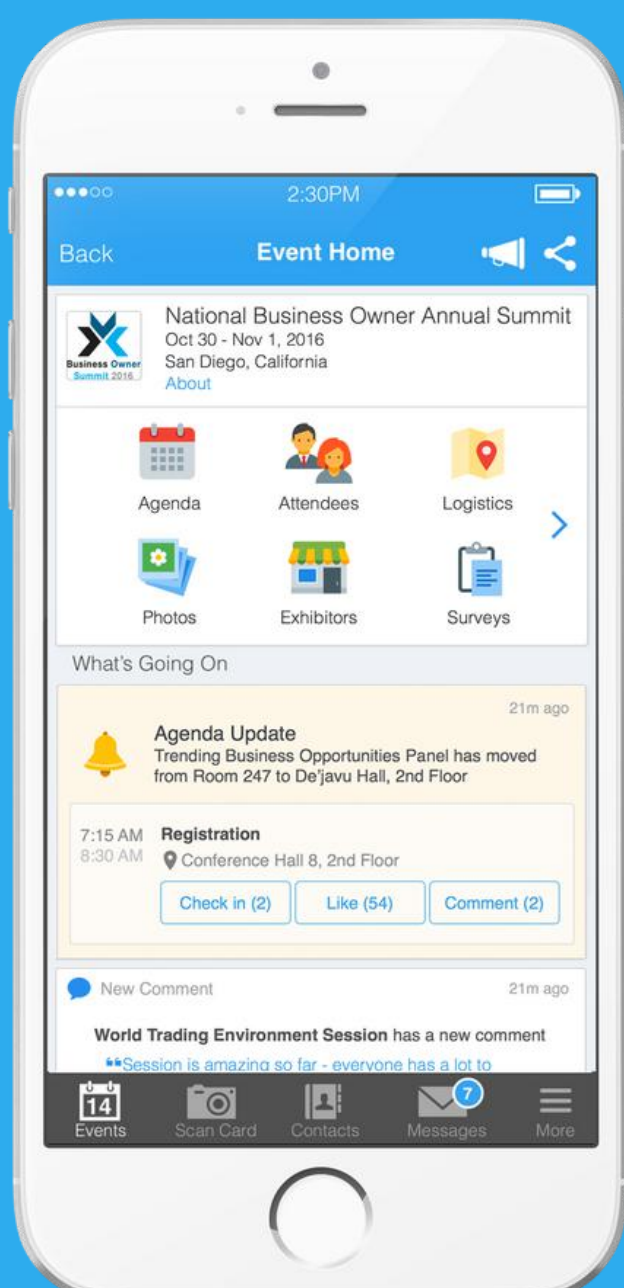
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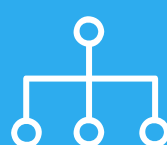
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