

101 SPONSORSHIP

Tips & Introspection

We've teamed up with Samantha Polk, Manager of Grants and Finance at Platform Art in Lakeland, FL, to give you some helpful tips and questions to keep in mind when you're looking for sponsors for an event.

Questions to Ask

A little self-analysis is necessary before you approach a potential sponsor. Ask yourself these questions!

1 What is the purpose of your event and how does it benefit the community?

A clear purpose statement, along with how your nonprofit's event aligns with potential sponsors' values, is desirable! For example, perhaps you're providing a family-focused day of fun for an underserved portion of the community.

2 Why are the sponsors needed?

Make sure sponsors know how they'll make an impact. In the case above, they would be strengthening outreach to a diverse population which would otherwise have no access to large-scale, family-friendly activities.

3 How will sponsors benefit from donating to your organization?

Make it about your sponsors! In this case, they'll provide a wider sense of community support to a diverse population in ways they might not be able to during the course of day-to-day operations. That looks good on anyone's résumé!

4 What sponsors have you had in the past?

Maintaining a strong relationship with past sponsors should always be at the top of any organization's list. Showing a good relationship with other companies will not only reassure new sponsors of the legitimacy of the organization's event, but it will also make the opportunity to partner with other companies for a good cause more attractive.

5 What kind of sponsors would be the best fit for your organization or event?

You wouldn't approach a liquor store to sponsor a family event. Make sure values align.



SPONSORSHIP PRO TIPS



GO THROUGH YOUR CONTACTS AND IDENTIFY ORGANIZATIONS THAT WOULD BE A GOOD FIT FOR A PARTICULAR SPONSORSHIP. START SENDING THEM EMAIL AND PRESS RELEASES ABOUT THE INTERESTING THINGS YOUR ORGANIZATION IS INVOLVED IN.

TARGET COMPANIES WITH THE ABILITY TO GIVE LARGE AMOUNTS OVER TIME. EXAMPLES INCLUDE BANKS, LARGE CHAINS, AND DISTRIBUTORS.

IF A BANK IS BEING TARGETED, BECOME A MEMBER! YOU CAN OPEN AN ACCOUNT FOR A SPECIFIC AMOUNT, SUCH AS FOR A GRANT. PUT THE GRANT MONEY IN THE NEW ACCOUNT TO SHOW THE BANK YOU'RE INTERESTED IN MAINTAINING A LONG-TERM RELATIONSHIP WITH THEM.

OFFER A NUMBER OF HIGHER LEVEL PACKAGES THAT MAKE COMPANIES/ INDIVIDUALS NAME SPONSORS (NAME DISPLAYED ON MARKETING AND EVENT MATERIALS) OVER AN ENTIRE YEAR.

EVEN IF A COMPANY TURNS DOWN THE OFFER TO GIVE MONEY, ASK FOR AN IN-KIND DONATION. YOU MAY END UP WITH 1,000 TINY BAGS OF GOLDFISH CRACKERS, BUT WHO DOESN'T LOVE GOLDFISH?

ALWAYS HAVE IMPACT NUMBERS AND EMPHASIZE THE OPPORTUNITY FOR SPONSORS' BUSINESSES TO ATTRACT NEW BUSINESS BY EXPOSURE.

RESEARCH SIMILAR ORGANIZATIONS REGIONALLY AND EXPLORE WHAT SPONSORS THEY HAVE. THERE ARE USUALLY SIMILAR COMPANIES LOOKING FOR THE SAME OPPORTUNITY.

DON'T HAVE COMPETING COMPANIES AS SPONSORS! IF THERE'S ALREADY A SPORTING STORE SPONSOR, INVITE THEM TO UP THEIR DONATION AMOUNT IF ANOTHER SPORTING STORE IS INTERESTED IN SPONSORING THE SAME EVENT. OFFER THEIR COMPETITOR A SPONSORSHIP SLOT FOR A SIMILAR EVENT.

