



elevating fundraising events

SWAIM STRATEGIES

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SPONSORSHIP SOLICITATION

CREATING LASTING PARTNERSHIPS

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Sponsorship

What is a sponsorship?



Definitions:

- ^ **Sponsorship** – Fee exchange for benefits (cash or in-kind) not tax deductible.
- ^ **Philanthropy** – Giving with no benefit (during appeal or campaign).
- ^ **Activation** – Promotion of the sponsor, ways to engage sponsor and consumer.
- ^ **In-Kind** – Covering the cost of service instead of exchange of cash.

Relationships

- ^ A Marriage
- ^ Commitment
- ^ Partnership
- ^ Time
- ^ Energy
- ^ Effort



Relationships

- ^ People Give to People
- ^ Because of the Relationship
- ^ Brand Alignment
- ^ Social Benefits
- ^ Special Treatment Benefits



Goals

When setting sponsorship fundraising goals consider:

- ^ What are the greater economic factors?
- ^ How do you grow from year to year?
- ^ What is your strategy for growth?
- ^ What is your budget for the year/event?

Goal: \$100,000

Start at the top

\$25,000

1 @ \$25,000

Prospects:

Blue Company

Green Company

Purple Company

\$40,000

4 @ \$10,000

Prospects:

Tartan Company

Plaid Company

Striped Company

Dot Company

Paisley Company

\$25,000

5 @ \$5,000

Pitfall filling from the bottom

\$10,000

Strategy for Sponsorship Growth

^ Relationship Approach vs. List Approach

Excel is a tracking tool not an engagement tool

^ How do you build your potential sponsor list?

Take a moment and make a list of potential sponsorship groups.

Strategy for Sponsorship Growth

How do you build your potential sponsor list?

- ^ Previous Sponsors
- ^ Vendors
- ^ Major Donors
- ^ Board Members

Proposal

Now that you have your targets what should your proposal contain?

Proposal

Now that you have your targets what should your proposal contain?

Letter of Introduction

- ^ Ask for sponsorship
- ^ Introduce the organization
- ^ Identify how to follow up
- ^ Include contact information

About the Organization

- ^ Mission statement
- ^ Who you are, what you do, and who you serve
- ^ Demographics of service
- ^ Important numbers, milestones

Proposal

Now that you have your targets what should your proposal contain?

About the Event

- ^ Who, What, When, Where, Why, How
- ^ Include audience demographics

Sponsorship Levels

- ^ Include price expectation and value

Confirmation Form

- ^ Sponsorship level identification
- ^ Sponsor contact information
- ^ Payment information

Sponsorship Recognition

What outlets for media do you have?

^ **Outreach**

Mailing lists, social media, traditional advertising

^ **Print Materials**

Invitation, posters, flyers, program, save the date

^ **Onsite visibility**

Ads, programs, projection, banners, signage, venue boards, event t-shirts, podium sign, bid sheets, bid cards

^ **Event participation**

Tickets, employee volunteers, teams, reception, hospitality

^ **Additional visibility**

On stage role presenting award winners, pens on tables, giveaways, centerpieces

Proposal

Are you pricing your sponsorships well?
IEG Sponsorship Valuation

Tangible benefits. These are the quantitative benefits in a package, such as impressions in measured and non-measured media, program book advertising, televised signage, tickets and hospitality, on-site ID and sampling.

Proposal

Tangible examples:

- ^ Amount of guaranteed media with sponsor ID
- ^ Guaranteed non-measured media with sponsor ID (e.g., signage)
- ^ On-site sampling (with number of days, location and distribution method)
- ^ Online benefits
- ^ Tickets and hospitality package
- ^ Mailing list (number of names and uses)

Proposal

Are you pricing your sponsorships well?
IEG Sponsorship Valuation

Intangible benefits. These are the qualitative benefits a sponsorship delivers, such as the level of audience loyalty, degree of category exclusivity and awareness of a property's marks and logos. Cause association with the sponsor.

Proposal

Ranking of intangibles, including:

- ^ Recognizability / awareness
- ^ Category exclusivity
- ^ Ability to activate
- ^ Degree of clutter / logo soup
- ^ Networking opportunities with cosponsors
- ^ Media coverage potential
- ^ IEG – www.sponsorship.com

Timing

When should you solicit?

- ^ Be considerate of their time
- ^ Don't always ask for money
- ^ Give your sponsors time
- ^ Smaller sponsors should be 90-120 days out
- ^ Larger sponsors need to be in annual budgets, solicit 1 year out
- ^ Standard fiscal years: March 31, June 30, September 30, December 31

Timing

- ^ Umbrella Sponsorships / Multiple Engagements / Events / Program
- ^ Ask them which pieces they want to put together
- ^ Multi-year commitment



Activation

Ask your sponsors what would be of interest or valuable to them?

Activation is a way to add value to your sponsorship relationships. As you work to develop a partnership with your sponsors it is important to meet with them and ask them who their target demographic is and what creative opportunities they would like to turn your supporters into their clients.

Activation Examples:

- ^ Contest
- ^ Give Away
- ^ Product Sampling
- ^ Retail Sales
- ^ On-Site Promotion
- ^ Cross Promotion
- ^ Sales Incentive

Employee Activation Examples:

- ^ Employee Team
- ^ Tickets / Admission
- ^ Alignment with Mission
- ^ Corporate In-House Event
- ^ Employee Volunteer Service

Case Study: Sponsor Activation



Case Study: Employee Activation



Activation

What can you offer that is unique or a creative way to engage your sponsors?

Take a moment and make a list.

Activation

Creative sponsorship examples:

- ^ Staffing / professional services
- ^ Wine tasting company
- ^ Rentals and supplies
- ^ Hospitality (Club Swoosh)

Activation



Activation



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Activation



The Ask

- ^ Build on the relationship
- ^ Send the proposal
- ^ Follow up with a call AND email
- ^ Set a meeting
- ^ Set a goal for the meeting
- ^ ASK
- ^ Get a contract / MOU / Email confirmation

The Ask

- ^ Getting them confirmed
- ^ Meeting, email, phone
- ^ Being a good partner
- ^ You are an equal partner in the conversation
- ^ Details are important
- ^ The contract
- ^ Invoicing / follow-up

The Event

- ^ Following up on the promised commitments
- ^ Speaking pitfalls – don't let sponsors go on and on
- ^ The risk of giving away sponsorships
- ^ Don't make sponsors do the work
- ^ Guest appreciation

Thank You

- ^ Evaluation for sponsors
- ^ What did they receive
- ^ Fulfillment package
- ^ Wrap up meeting (thank you and valuation)
- ^ Don't include an ask for next event

Repeat

- ^ Recognition at the event
- ^ Thank you post event
- ^ A hand-written note with a photo of the sponsor
- ^ Social media
- ^ Wrap-up packet
- ^ Thank you meeting
- ^ Calendar – build on relationship
- ^ Set strategy for next year

My advice...

- ^ Build Relationships
- ^ Think longterm

Resources in the room

Free library on website
www.swaimstrategies.com

Call us!

Join us in November at
Fundraising Event School
www.elevatenonprofit.com



Remember, it is all about relationships, not lists.



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