



Tips for Building Relationships with Chapter Sponsors

1. Determine your chapter's greatest needs. Once these are identified, determine how sponsors can help meet these needs.
2. Identify high-profile sponsorship opportunities for face-to-face and virtual meetings. Face-to-face can include signage, podium time, tote bags, etc. For virtual meetings slides before a live session, an ad in online agenda, speaking time, etc.
3. Set your pricing at a reasonable, yet competitive number. Consider the costs that you need to have covered, the sponsors ROI or value they are receiving in return, and what has been charged in the past for the same or similar sponsorships.
4. Identify potential sponsors. Start with existing relationships. Survey and/or ask your chapter members for new company leads and research other industry events in your area to see which companies are participating.
5. Familiarize yourself with the company's products and services. Think about how your chapter members may be the right fit as customers for them.
6. Seek to understand their needs – Ask about company goals and strategies, customers they are targeting, expectations of ROI, and other needs of a sponsor.
7. Approach sponsors during the early fall. Most sponsors are creating their budgets for the following calendar year at that time. Inquire with them to confirm.
8. Present your chapter's value proposition. Include the demographics, reach of members, and opportunities available. See the Chapter Resume document to learn more.
9. Create a fulfillment document to present to partners after the event that shows the benefits they were promised. Be sure that your document includes all the ways their brand was included in promotions and on-site at the event.
10. Thank sponsors following the event and keep in contact throughout the year. Thank them for their support and include them in relevant chapter communications throughout the year.

