

# Smart Sponsorships for Chapter Leaders



# What Can Sponsorships Do for Your Chapter?

Imagine a room filled with excited members connecting at your next event. Roughly 50% of the event costs were covered through sponsorships, and the Chapter now has enough funding to host monthly meet-ups and workshops. It's a win for everyone. Members have more access to networking and career-building opportunities. Sponsors increase their brand visibility. And the Chapter builds a legacy of community engagement.

Sponsorships do more than pay for events. They also build valuable connections between the Chapter and community leaders, top employers, and industry partners.

Use this guide to create a simple, repeatable sponsorship cycle to secure ongoing support. You don't need any fundraising experience or formal training. You only need to follow a few best practices to approach sponsors with confidence.

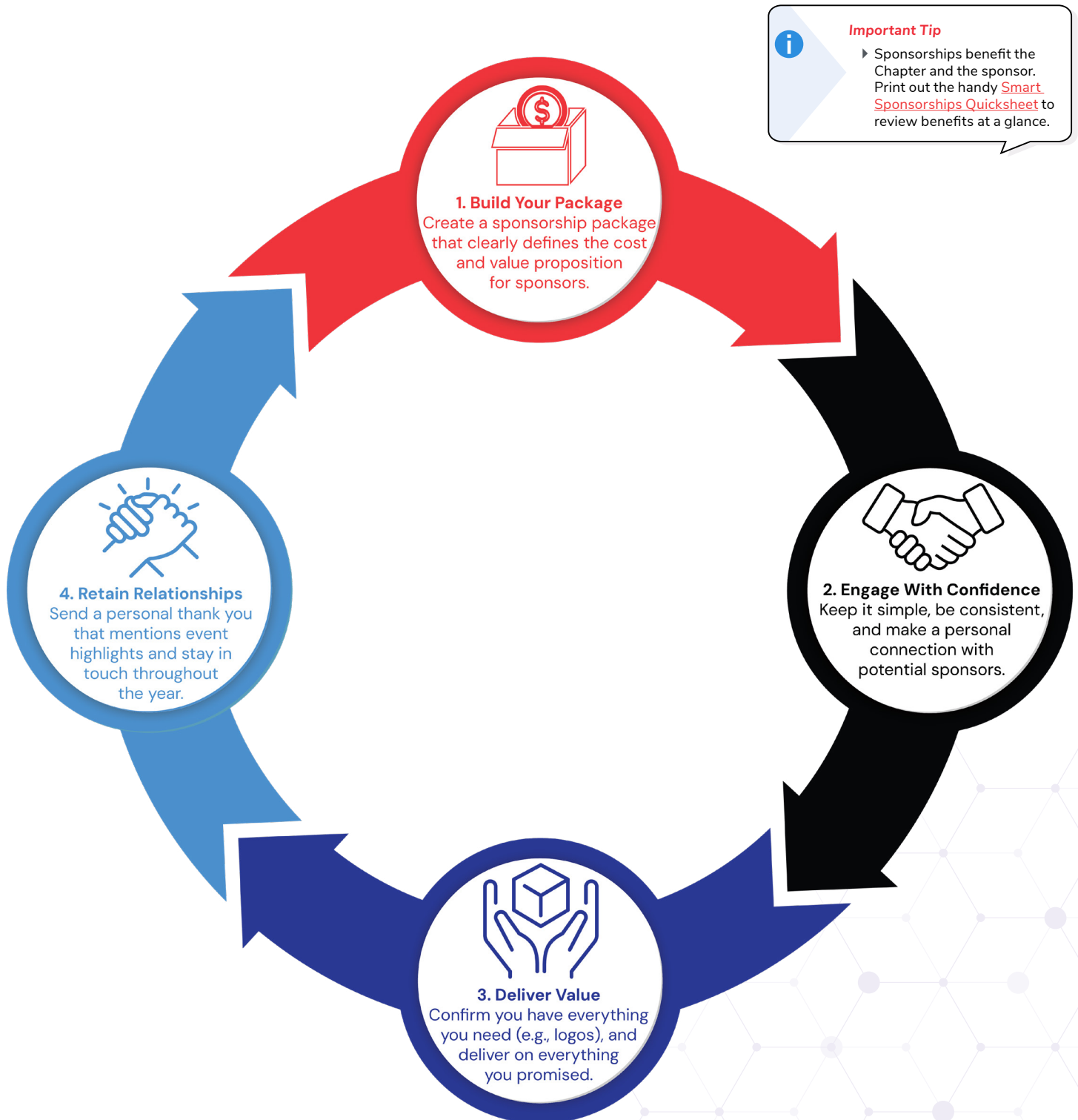
## In this guide:

1. **Build your sponsorship package (60-90 minutes)**
2. **Reach out with confidence (15-30 minutes)**
3. **Deliver value to sponsors (30-45 minutes)**
4. **Retain lasting relationships (15-30 minutes, ongoing)**

Sponsorships give you the resources you need to create better member experiences and forge better professional relationships in your region.

You can do this! Let's get started.

# The AMPP Sponsorship Cycle



# 1 Build your sponsorship package

 60-90 minutes

A sponsorship package doesn't need to be elaborate, and you don't need to reinvent the wheel. A sponsorship package is a PDF or document that clearly defines your Chapter's sponsorship levels, benefits at each level, and costs.

To create the package, you only need to answer a few questions:

- What is the event?
- Who is attending?
- What benefits are included in the sponsorship?
- What are your tiers, e.g., Gold, Silver, Bronze?
- How much will each tier cost? Offer different price points, and factor in the cost of printing, ordering food, etc.
- How do sponsors sign up, and who is responsible for following up with them and making sure deliverables are met?

Spend some time brainstorming with the Chapter leadership group. A 60-90-minute meeting should be enough time to nail down your tiers and costs for each level.

Once you've decided on your sponsorship package, create a Powerpoint or Word document that outlines the details. This will be shared with potential sponsors, your go-to sales tool to attract support!



### Important Tip

- ▶ Want to see an example of a sponsorship package with additional tips? Visit our blog post, [Building a Sponsorship Package That Sells Itself](#).

# 2 Reach out with confidence

 15-30 minutes

Now that you have your sponsorship package, it's time to reach out to potential sponsors. You don't need to be a salesperson, but you do need to be friendly and professional.

Here's a step-by-step approach:

1. **Get clear on your value.** Have your package document in hand and get comfortable explaining the benefits of each sponsorship tier.
2. **Make a list of target sponsors.** Do a little research to discover industry vendors, suppliers, community-focused businesses, and previous sponsors who may be interested in supporting the Chapter.
3. **Send a friendly, personalized email.** Reach out and include a link to the sponsorship package. You can attach a copy if you don't have a link.
4. **Follow up!** Don't skip this step! People get busy and forget to respond. It's perfectly OK to send another email in 5-7 days, and a final reminder a week after that.



### Important Tip

- ▶ Download the [sponsor outreach quicksheet](#) for tips and an email script. If you have questions, reach out to [chapters@ampp.org](mailto:chapters@ampp.org). We're here to help!



5. **Go beyond email.** Don't overlook other ways to connect. Promote sponsorship opportunities on your social media accounts, mention them at local meetings you attend, and spread the word through colleagues. If the Chapter has partnerships with local trade organizations and training centers, ask them to help promote through their channels and boards.
6. **Respond promptly.** When potential sponsors call or email, respond quickly and answer any questions. You're building relationships that could last well into the future!

## 3 Deliver value to sponsors



Securing a sponsor is a big win, but keeping that sponsor for multiple years builds true partnership. The first step in maintaining a good relationship is ensuring you deliver what you promised.

Before and during the event, stay in communication with sponsors and make sure:

- Their logos are correctly placed.
- They received all promised shoutouts and promotional materials.
- You've followed through on everything agreed upon.

Once that's done, it's nice to add some bonus recognition:

- Thank them on social media.
- Include a mention or their logo in post-event recaps.
- Give them first pick of sponsorship at the next event.

Always follow up with sponsors after the event. Sending a physical thank you card is always appreciated, but email also works.

Your thank you note should include:

- A sincere thank you for their support.
- Simple, relevant data to show their impact. (E.g., number of attendees, positive testimonials, engagement metrics, etc.)
- Two or three high-quality photos from the event.
- Invite them to stay connected.

Remember, the goal is to build long-term partnerships. If something goes wrong during the event, or a deliverable falls through the cracks, be transparent and apologize. Things don't always run smoothly, but your professionalism and care will create a foundation of trust you can build on over time.

### Be Careful!



- ▶ Avoid retention killers like forgetting to include a sponsor's logo on signage or only contacting them when asking for funding. Read about funding killers, and get more retention tips, at [Delivering Value and Retaining Sponsors](#).

# 4

## Retain lasting relationships



15-30 minutes, ongoing

No one likes to feel like you're only contacting them when you need money. To maintain connections throughout the year, consider setting up an ongoing way to connect with former sponsors.

Here are some ideas that should only take a few minutes each month to implement. Choose one that fits with your Chapter's available bandwidth.

- Quarterly Sponsor Newsletter. Consider sending a sponsor newsletter every quarter to touch base, highlight Chapter news that might interest them, and thank them again for their support.
- Recognition in Chapter Newsletters. Include a "sponsor spotlight" or a "sponsor thank you" section in member newsletters where you mention the most recent sponsors.
- Sponsor Thank-You Event. An annual thank-you happy hour or meet-up is a way for Chapters to thank sponsors and bring members together for networking.

Sponsorships are the backbone of thriving Chapters. They help you host more events and bring more value to the AMPP community. By building ongoing relationships with sponsors, you ensure your Chapter can grow and continue serving your region long into the future.

## Additional Resources

- Blogs:
  - ▶ [Smart Sponsorships: Why They Matter and How to Make Them Work for Your Chapter](#)
  - ▶ [Building a Sponsorship Package That Sells Itself](#)
  - ▶ [How to Reach Out to Sponsors with Confidence: Scripts, Follow-Ups, and Real Examples That Work](#)
  - ▶ [Delivering Value and Retaining Sponsors: How to Build Relationships That Last Year After Year](#)
  - ▶ [Sponsorships as Strategy: A Reliable Revenue Stream for Chapter Growth](#)
- Webinars:
  - ▶ [Smart Sponsorships: Building Chapter Support That Lasts](#)

