

10+ Ideas to Kick-Start Sponsorships

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Sponsorships Keys

- Be flexible in offer
- Make sure your sponsors have a ROI
- Just Ask

Team

- Have a diverse team
- Find people for your board that are comfortable in sales and sponsorship
- Ask for board members in the industry who do of sponsorships

Sponsorship Proposal

- Have formal/written offer (1-shelter)
- Focus on the needs of the sponsor (Ask what they want)
- Give description of club/event, show history, and give testimonials
- Data on Audience (Who, What, Etc)
- Trade - make sure both parties understand

Targets

- Local Media (TV, radio, print, outdoor)
- Vendors (printers, promotions, etc.)
- Community (chamber, business groups, travel)
- Members

10+ Ideas

What have been your most successful or failed sponsorship ideas?

10 + Ideas

- Banners, Table tents, step-and-repeats, fliers
- Event Apps - Sponsorship, logos, links
- Communications - Email, website, social, newsletter, magazine
- Screens - pre-event, logos, videos
- Locations - venues, catering
- Online giving platforms

10 + Ideas

- Corporate sponsorship tied to membership
- Wi-Fi - login pages
- QR Code - Games, scavenger hunts, downloads, shared contacts
- Buy a lunch for a student
- Photographers - free head shots
- Revenue sharing - business donates a% back, deal websites

Things to Consider

- Revenue / Sales sharing
- Go to the top of organization where budgets are made
- Looks at other organizations, AMA, PRSA
- Search Google
- Just ask, it will not hurt if you are turned down