

SPONSORSHIP



Attracting event or organizational sponsors can seem like a daunting task, but with a few simple considerations you can make it a simple approach. At the end of the day, sponsorships should be mutually beneficial to all parties involved. The relationship is formed to help both partners achieve desired objectives.

Considerations when approaching sponsors/partners

1. Can you both help each other expand your brand to new audiences?
2. Will you help the brand reach a targeted audience?
3. Is there opportunity for the brand to generate revenue from the partnership?
4. Research your potential sponsors — understand who they are.
5. Tailor the proposal to each sponsor — if you are asking for a high value sponsorship DO NOT send a blanket ask of multiple people. It is all about relationship building.

Approaching potential sponsors/partners

1. Draft a proposal letter — describe your organization, what you're offering and how the partnership can benefit them.
2. If this is an annual sponsorship — include details of programming and events hosted throughout the year.
3. If this is an event specific sponsorship — give event details and expected audience reach (competitors and spectators).
4. Include any testimonials from current or past sponsors.

Note: It is a good idea to have a few printed copies of sponsorship levels as well as a digital format you can also send to potential partners.

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Sponsorship Types: Cash vs. Value-in-Kind

Cash sponsorships are when organizations receive cash from a sponsor/partner and the organization provides benefits in return.

Value in Kind (VIK) sponsorships are when organizations get services or products in lieu of cash (i.e. printing costs, equipment use, merchandise, etc.). VIK sponsorships are only different from cash sponsorships in that no actual cash is exchanged. There is a dollar amount that is associated with the product or service provided and then the sponsor will receive benefits based on the value of the contract. For example: If a local rental company provides \$10,000 in lighting towers for an event, that business would receive recognition benefits at the \$10,000 sponsorship level. Both types of sponsorship are equally valuable.

SPONSORSHIP LEVELS *Medicine Hat*

EVENT SAMPLE

SPORT AND EVENT COUNCIL

EVENT/ORG NAME	Platinum \$\$\$\$	Gold \$\$\$	Silver \$\$	\$\$ Bronze
Logo on website	Yes	Yes	Yes	Yes
Event signage	Yes	Yes	Yes	Yes
Complimentary pass(es) to event	10	6	4	2
Logo inclusion in program	Yes Inside Front Cover	Yes	Yes	Yes
Social Media Posts List your channels (FB, IG, Twitter, YouTube, etc). Build out a schedule (pre-event, during event and post-event (THANK THE SPONSORS – DO NOT FORGET THIS))	3x (3 pre-event mentions, 3 during event mentions & 3 post-event mentions)	2x (2 pre-event mentions, 2 during event mentions & 2 post-event mentions)	1x (1 pre-event mention, 1 during event mention & 1 post-event mention)	1x (1 pre-event mention, 1 during event mention & 1 post-event mention)
Complimentary parking passes	2	1	n/a	n/a
Logo on ticket	Yes	n/a	n/a	n/a
Presenter of trophy/ medals	2	n/a	n/a	n/a
PA Announcement during event	4x	2x	n/a	n/a
Radio mention (if applicable)	Yes	n/a	n/a	n/a
Press release recognition	Yes	n/a	n/a	n/a
VIP seating	8	4	2	n/a
Opportunity to put logo on merchandise	Yes	Yes	n/a	n/a
Opportunity to have a booth at event	Yes	Yes	n/a	n/a

***Note this table is just an idea of benefits. Add in your event / organization specific benefits.