

Sponsorship Best Practices

- Typical Benefits:
 - Symposium/Expo booth, benefits
 - Web advertising
 - Newsletter advertising
 - Membership Directory/Program advertising
 - Admission to meetings or other events
 - Happy hour sponsorships
 - CE seminar sponsorships
 - Verbal recognition at meetings
 - Infomercial at event/meeting
 - Golf sponsorships, benefits
 - Sponsorship of meal, speaker
 - Promo items in gift bags
 - Membership
 - Listing of members
 - Logo on tote bags or lanyards
 - Capital Day sponsorship/benefits
 - Job postings on chapter websites
 - Private CE training for sponsor employees only
 - Product training meetings for members to learn about sponsor products
 - Offer a la carte menu for sponsor add-ons to a package or for sponsors who want to a single event/meeting.
- Sponsorship Titles
 - Could reflect the theme of your event
 - Metallic sponsors (Gold, Silver, etc) & gem sponsors(Diamond, Ruby, etc) are most common
- Sponsor Levels
 - Highest \$25,000
 - Most common top range is \$5000 - \$7500
 - Most common mid-level is \$2000 - \$3500
 - Most common low level is \$500- \$1500
- Suggestions
 - Don't limit the number of sponsors at each level to maximize revenue (this tripled revenue for my chapter)
 - Event Based Sponsorships vs. Year Based: Since companies make a budget each year, package sponsorships give them a chance to plan their participation in advance. You might get greater participation.
 - Be sure to post your sponsor program on your website so sponsors outside of your scope can get information.
 - Be sure to recognize your sponsors by posting their logo, info on your site.
 - Do a survey of repeat exhibitors to see what suggestions they can offer for improvement
 - Try to make your sponsorship package look professional. If possible save it as a pdf document so when prospects open it, it is more easily readable.