



# Sponsorship Best Practices

## *Session Notes*

- List sponsors on the website, newsletter, registration forms and agenda. The more publicity for them the better for your chapter.
- Annual sponsorships work well because it is easier for carriers to budget.
- Carrier reps may have the authorization to sponsor things under \$500. Take 2 or 3 carrier reps in one company and have the, split expense.
- Look outside traditional sponsors: Office Depot, Staples, Sam's, fitness centers, cell phone carriers
- Share calendars with surrounding chapters so you don't conflict
- Ask sponsors what they want out of the sponsorship and make sure you try to help them achieve that.
- Ask clients to sponsor/donate (depending on the event and appropriateness)
- Target ancillary product carriers, hospitals, general agencies, large agencies or brokerages
- Look into combining state and local or multiple chapters for events/ sponsorships
- Suggested target for your sponsor recruitment is 9/1 to meet budgeting timelines
- Tap into your members' contacts. Do they know someone at the Office Depot, hospital, etc.
- Create a "How To" book to pass down
- Offer value-added incentives to join upper level sponsorship: free tickets to events, reserved seating, CE seminars for their staff only (ex. do Healthy Access for their staff at their office for free), special products training for your members only.
- Be sure to put sponsor info on your website- sponsor information and information on how to become a sponsor
- When carriers call to get your to sell their product, tell them you can get them in front of x # of agents for \_\_\_\_ \$.
- New tech products- hospitals may want to show off their new equipment, conference center, etc. Get them to sponsor lunch at their facility.
- Drink and learn – Mexican restaurant for margaritas, wine tasting, etc.
- Mix it up and revamp your program- could evoke new interest.
- If you are working with a carrier, ask rep for other rep names that may be under a different umbrella you can access: small group, individual, medicare, specialty products, etc.
- Assign a sponsor liaison to each sponsor. Great way to get members involved and sponsors feel like you care.
- Have a plaque or certificate for key sponsors in appreciation. You could give at event, at a luncheon- or maybe at their broker meeting. Award them while bringing attention to your chapter in front of non-members.
- Need to be sure carriers know their absence at large events speaks volumes
- Carriers (managers & execs- not just sales reps) need to see value in our organization.