SPONSORSHIP OVERVIEW: A PRACTICAL PLAYBOOK

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A Team View:

Team: Krystal VanBennekom, Katrina Davidson (Engagement) & Mary Appelgren, Jenna Ellis (MGO's)

- Collaboration, organization and relationship-building drive our success
- Sponsors can become donors, volunteers, ambassadors

Today:
Strategy- Planning
Implementing- The Ask & Follow Through
Impact- Stewardship

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Strategic Planning:

Set Yourself Up for Success

- Plan early (Q3/Q4 for next year)
- Align event goals with organizational strategy
- Understand your audience—who attends, why it matters
- Know your costs: venue, food, giveaways, speakers, staff time
- Determine what makes your event "special" and resonates
- Establish materials needed

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Setting Sponsorship Levels:

- Match levels to actual value and budget needs
- Don't overprice—but don't undervalue!
- Factor in tangible costs (e.g., meals, signage, swag)
- Consider intangibles: speaking opportunities, impact stories
- Offer tiered packages that give clear benefits

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Tips for "The Ask"

- Use connections to pave the way
- Coordinate across departments—avoid a conflicting message
- Pick up the phone, schedule a visit- and be well timed
- Provide clean, concise materials and easy payment options
- Create alignment with the sponsors goals by asking good questions. (Especially multiple events)
- Don't fear a "no"

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Standing Out from the Crowd

Make Sponsorship About Mission

- "What's the why?" and connect it to your impact
- Customize asks where possible
- Focus on what the sponsor is making *possible*
- Highlight shared values and community investment
- Be intentional

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Execution & Follow Through

Deliver What You Promise

- Clear timelines, organized plans, and reliable communication
- Avoid last-minute "rush" for sponsors (logo, speaking points, etc.)
- Make your event feel seamless and professional
- Spreadsheets and run-of-show plans are your best friends

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Creating a Sponsor Experience

Keep Them Coming Back

- VIP check-in or thank-you moments
- Host sponsors personally—make connections
- Acknowledge them on-site and post-event
- Make it easy to say "yes" next time

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Stewardship & Recognition

Help Them Feel the Love → Be creative—beyond logos on banners → Share photos, videos, or quotes from those served

Tell a story they helped make possible → Deliver a special thank-you from a program leader or recipient → Build loyalty by making them feel essential

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In Summary

Sponsorship Playbook

- Plan ahead, set sponsorship levels based on data, and communicate clearly internally and with sponsors
- Build relationships year-round—not just before or after an event
- Make it about mission!
- Execute well—what they see reflects who you are (deliver on sponsorship)
- Steward creatively=continued support

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THANK YOU!

What questions do you have?

Anything you want to share?

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