

Shining the Light on Your Business

Using Sponsorships for Profit, Productivity and Positioning!

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I. How to Find Sponsors

- Think about organizations that want exposure to your audiences. Some examples ...
 - Pharmaceutical companies want exposure to healthcare professionals.
 - Nutrition bars companies want exposure to fitness/wellness professionals.
 - Textbook manufacturers want exposure to education professionals.
- Review brochures and newsletters to see who is sponsoring programs. This is a very valuable source of possible leads.

II. Direct vs. Indirect Sponsorship

- Direct Sponsorship is when you go directly to a company and request sponsorship. You need to talk with the person who is responsible for sponsorships within the Marketing and/or Public Relations Division.
- Indirect sponsorship is when you suggest to an organization that they can go to a company and request sponsorship. This is very helpful when an organization wants to bring you in but has no funds. Help them get the funds!
 - Be sure to give them tips on talking to potential sponsors! (see tips below)
 - Find out who is pitching to them and have your program as part of the deal (e.g., A school textbook company can sponsor your program in return for the school buying their materials).

III. Sponsorship of Products and Services

- In addition to our services (AKA, our programs), we can also get sponsorship for our products.
- The products could be your current products or specifically-made products for this particular event.

IV. Sponsorship Benefits

Develop a list of benefits to the sponsor. Some examples ...

- Sponsor information (e.g., logo) in print materials (e.g., newsletters, advertisements, etc.).
- Sponsor information (e.g., link) in electronic materials (e.g., emails, websites, e-zines, etc.).
- Booth at program for literature and/or product demonstration.
- Recognition at program (invite company rep to stand).
- Opportunity to network with participants.
- Distribution of company items (e.g., pens, cups, etc.).
- Display banner at function (company usually has this already).
- Certificate of appreciation.
- Company logo on all handouts.
- Attendee list (if appropriate).
- Media opportunities.

V. Proposal

Develop a one- to three-page proposal outlining benefits, customized to their needs. Include:

- Date, time and location of program.
- What is expected of the sponsor (e.g., what to bring to the program).
- How the sponsor will be recognized at the event.

Sponsorship is a perfect win-win scenario!
You receive funding for your program and
the sponsor receives exposure to their target market!