



Attracting Sponsorship

How to target event sponsors who align with your brand and add value to your event.



Northern Territory
**MAJOR
EVENTS**
Company

Attracting Sponsorship

When deciding who to approach for sponsorship, consider which organisations would best align with your event's values, brand and objectives.

Who should you approach?

Research potential sponsors by visiting their website to identify business objectives, activities they are currently supporting and media coverage. Many companies also publish sponsorship guidelines on their website.

Get a meeting

Meeting sponsors in person can have a much bigger impact than just emailing through your proposal.

Instead of taking the full proposal to the first meeting, present a succinct overview of the opportunity instead. Ask what is important to the organisation when sponsoring events and listen carefully – consider it an 'information gathering' opportunity. If you cannot secure a meeting with the organisation, see if you can speak to someone over the phone instead.

Tips to secure meetings with potential sponsors

- ☀ Teaser – Send a brochure or one-page outline explaining why you would like to meet and what's in it for them.
- ☀ Network – Attend corporate functions, exchange business cards and suggest meeting at a later time to explore potential opportunities.
- ☀ Referrals – Ask your colleagues, other sponsors and board members for referrals. Let your network know about the opportunities and ask for recommendations and introductions to people who may be interested in sponsoring your event.
- ☀ Cold call – Find the right person to speak to in the organisation and phone them to discuss the opportunity.

Apply the following listening and information gathering principles:

- Make it relevant – Know what is important to the potential sponsor and tailor the proposal in line with their target markets and marketing objectives.
- Make it easy for them – Outline how the organisation's brand or product aligns with your event, and provide examples of sponsorship opportunities and how it will benefit them.
- Use props for delivery – If you are seeking a food sponsor, you may include an edible pack with your proposal to help it stand out.





Sponsorship proposal

A tailored sponsorship proposal should be prepared for each organisation you approach and contain:

- An event description and credentials of the organiser
- An outline of how your event will help your potential sponsor achieve their business objectives (such as engage new audiences, brand experiences and enhanced reputation)
- A description of the opportunities on offer (such as activations, signage, logo on publicity material and hospitality at the event)
- Support you are seeking in return
- Sponsorship evaluation methods and success measures, including increased attendance, increased digital engagement, positive brand experiences and sponsor name recall survey

Ensure your proposal is professionally presented to help it stand out from others.

Remember, the best way to deliver a proposal is in person at a meeting. This gives you the opportunity to sell the contents and answer any questions they may have.

Tips to promote sponsorship opportunities

-  Event website
-  Industry websites
-  Teaser brochures
-  Industry databases
-  Networking functions

Once you have secured your sponsor

- Communicate the value of the sponsor to your team and encourage them to build positive relationships with them
- Develop a written agreement or engage a lawyer to draft an agreement outlining what you would like from the sponsor and what you will deliver in return
- Nominate one contact person from your organisation to liaise with the sponsor and update the sponsor regularly
- Provide the sponsor with a report after the event
- Maintain the relationship with your sponsor





Set objectives with each sponsor

Do this on an annual basis, then work on strategies for achieving them. The outcomes then become the basis for post-event reports.

It is also important to determine sponsor's post-event evaluation wants and needs. This might include a report documenting:

- The number of people who attended
- Where they came from
- How old they were
- Whether attendees were alone, with a group, with their family

You should hold regular meetings with sponsors to monitor progress against your agreed timeline, including meeting dates, deadlines for sign-offs and upcoming functions and events.

Value Add

Make your sponsors feel special by giving them a few extra tickets to an event or ask them out for a coffee from time to time.

Upgrade strategy

If you are planning a large event, there may be scope to have different levels of sponsorship, such as:

- Major sponsors or sponsors
- Partners or community partners
- Value in kind providers

If there are a number of events under one large umbrella event, such as in a festival:

- A partner or major sponsor might 'own' a particular event
- A supporter, who makes a much smaller investment, might receive acknowledgement in the official program and hospitality benefits at the events

Sometimes it will be easier to request a small level of investment from an organisation, and later suggest an upgrade to a sponsor after introducing them to your programs and organisation.

Long-term contract

Aim for a multi-year contract with each sponsor so your annual review isn't focused on renewing, but how the partnership can evolve.

A long-term contract will ensure the relationship is secure, so you can spend more time servicing them rather than negotiating terms of the agreement each year.

It also gives you financial security and assures the sponsor the event is theirs, so they can develop long-term leveraging plans.

For further information to help you plan, run, finance and report on your event, get in touch with us on (08)8999 6286 or email ntmec.grants@nt.gov.au.