

# HOW TO SECURE SPONSORS SUCCESSFULLY



FOREWORD BY BEN GAY III

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EVENT SPONSORSHIP CONSULTANT

# **HOW TO SECURE SPONSORS SUCCESSFULLY**

**ROBERTA VIGILANCE**

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This book is dedicated to my  
son Alberto Vigilance.



# Acknowledgements

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**G**OD, Me, Alberto T. Vigilance, my events' audience and sponsors, Francis Flores, Theresa Robins, Gem Lucas, Sage Nenyue, Professor Emmanuel Stein, Dr. John Dixon, Irisa Kondi, Tlmason, Teamgrafic, PPT Verse, Donnie Brown, Paschal Ugoji and Team, and last but not least All of my Book and eBook Readers.

# Foreword

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I have been watching Roberta Vigilance operate for a long time. She is not only beautiful on the outside, she has a beautiful soul . . . and really knows her stuff in the speaking world and in event sponsorships!

Having given 5,000+ paid appearances over the years, some sponsored, some unsponsored, I can personally attest to the importance of knowing this subject thoroughly and of maximizing its sheer power!

This book is the “sponsorship bible” for both novices and for seasoned sponsorship professionals who are falling short in fully monetizing sponsorship opportunities for themselves and their clients.

Here Roberta Vigilance focuses on the foundation of selling events to appropriate sponsors to successfully enhance the entire experience!

The foundation Roberta shares is in understanding, communicating, and selling. She also understands that, over time, behavior and language will change, but the foundation always remains the same.

I love the contribution this book is making in the lives of professionals and business communities around the globe!

Read it carefully, Hi-Lite and underline the most important parts for you. And absorb it!

Then make a note in your calendar to reread it at least once a year!

All the best!

Ben Gay III

“The Closers”

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# Note to Readers

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**A**s of the date this book is being revised (Jan 2023), there are two common challenges you might face. Here they are, with ways to overcome them:

## 1. Corporate Trend

Corporate brands are interested in sponsoring more nonprofit events because of the tax-exempt benefit. The donation amount or portion can only be leveraged for tax-exemption purpose and not for profit. If the sponsor paid ten thousand and five thousand was used towards donation, then five thousand would go towards the sponsorship. *“A successful corporate sponsorship benefits both the charitable nonprofit and its sponsor. However, there are tax issues to be aware of..the for-profit entity should not outweigh the benefit to the tax-exempt charitable nonprofit.”* (Corporate Sponsorship | National Council of Nonprofits)

To overcome this challenge, grow your sponsor contact list by adding small and mid size businesses. For large sponsorship, build relationships with sponsorship professionals through consistent



communication. If you are a nonprofit, you want to be clear on how much goes toward donation vs sponsorship.

## **2. Miseducation of Gatekeepers**

Gatekeepers might refer you or transfer your call to their donation or philanthropy professionals or departments. This majorly happens because either they believe sponsorship and donation to be the same or their employer does not have separate departments.

To overcome this challenge, provide clarity to the gatekeeper, in less than 30 seconds. Let them know that you are a for-profit or an individual seeking funding for your event in exchange for giving their company the opportunity to, for example, sell their product at your event.

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The background of the entire page is a vibrant blue with a series of concentric, curved lines that create a sense of depth and movement, resembling a stylized globe or a series of overlapping waves.

# Understanding

*Sponsorship Foundation*

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# Get Rid Of These 7 Misconceptions

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**G**et rid of these 7 common misconceptions about event sponsorship because you will get better results faster.

1. Sponsorship is begging. This is NOT true. You are providing value to your sponsor in exchange for receiving funding from your sponsor.
2. Sponsorship is the same as donation or free money. This is NOT true. You do not need to be a nonprofit organization in order to secure sponsors; in addition, you are returning or providing value.
3. Sponsors and advertisers are the same. This is NOT true. Sponsors show up only in front of their target audience (pure demographic and psychographic).
4. Sponsorship is a get rich quick scheme. This is NOT true. It usually takes six months to a year or longer to secure sponsors.

5. You need to have experience or planned prior sponsored-events. This is NOT true. The first time anyone or a business secured a sponsor was just that – their first time. The first time Vigilance Style & Grace secured a sponsor was their first time; in addition, it was also their first event.
6. Not enough event sponsorship to go around. This is NOT true. There are millions of sponsors in need of and looking for benefits that your event has to offer.
7. Sponsors and investors are the same. This is NOT true. Sponsors fund events with money and resources to receive benefits that return gain. *“Offer sponsor ROI via advertising, creating marketing campaigns, engaging, exciting target audience and lifestyle.”* (Crispin Vitoria)

# About Event Sponsorship

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## What Is A Sponsor?

**A** sponsor is a supporter or an entity that funds events with money or resource to receive tangible or intangible benefits. A sponsor could be a corporation, brand, nonprofit, government program, venue, country, business, an individual, or another type of entity.

## What Is Event Sponsorship?

Event sponsorship (commonly referred to as sponsorship) is funding for events paid for by sponsors to receive tangible or intangible benefits that help them achieve their business or personal goal or objective within a specific amount of time.

## *Sponsorship Budgets*

Money for sponsorship usually comes from corporations branding and marketing budgets. *"1% to 15% \*(20% and up for pharmaceutical and retail companies) of total sales is spent on marketing annually:*

*for a million-dollar company, the figure could be anywhere from \$10,000 to \$150,000.” (USAToday.com)*

## **What Are Benefits?**

Benefits are names of valuable assets that your event has to offer your sponsor. For example, visibility, sampling, presentation, new partnership, endorsement, and leads are all benefits. Every event has and could provide one or more benefit. The benefit must be valuable to your sponsor, and help them achieve their business or personal goal or objective. There are two types of benefits: tangible and intangible.

### **NOTE:**

Asset is the value your event owns or has access to, for example, opted-in phone numbers and content.

### ***Tangible benefits***

Tangible benefits are names of valuable physical assets that engage with one or more of your event audience five senses which allow them to see, smell, hear, touch, or taste your sponsor product, service, or message.

### ***Intangible benefits***

Intangible benefits are names of valuable emotional assets that allow your sponsor to feel an emotion, such as, joy, empowered, helpful, fulfillment, and self- gratification. FYI: Emotions prompt sponsors to



feel satisfaction through sponsoring a purpose or cause closest to their heart.

## **Why Do Companies Sponsor Events?**

Companies usually sponsor events to connect physically or emotionally with their audience and receive a gain. They leverage your relationship, trust, and status that you have established with your audience to influence your audience to shop with or support them instead of their competitors.

## **Who Can Become Your Event Sponsor?**

Any entity that can physically or emotionally gain from the benefits your event has to offer.

## **Types of Sponsorship**

### ***Monetary Sponsorship***

Money paid by your sponsor to receive the benefits that your event has to offer.

### ***In-Kind Sponsorship***

Resource provided by your sponsor to receive the benefits that your event has to offer. Resource could include product, service, influence, message, guest appearance, music, and publishing rights. For example, if your event needs a stage, ask a business that makes or sells stages to sponsor the stage.

## Not Always About Money

Sometimes sponsors have already allocated their budgets to other events or cannot afford the monetary sponsorship. Ask yourself, besides money, which product, service, person, or other resource does my event need, want, and desire to achieve its expected outcome. For example,

- airline ticket
- catering service
- speaker
- herbalist
- equipment
- food
- gift card
- golf lesson
- book bag
- medicine
- insurance
- jersey
- jewelry
- strobe light
- raffle prize
- transportation
- stage ramp for wheelchair
- stage
- marketing
- house
- furniture

Find and contact those entities that have what you are looking for. When asking for in-kind sponsorship, let your sponsor know what you need, be specific: quantity, size, color, quality, message, or any other detail that describes what you are seeking. For example, 2 first-class round-trip tickets from JFK Airport to Heathrow Airport, returning from Heathrow Airport to JFK Airport on May 20<sup>th</sup> – May 24<sup>th</sup>, 20XX, before 12:00pm U.S. eastern time. FYI: In-kind sponsorship is as valuable as monetary sponsorship because the resource has a monetary value.

## **Types of Sponsors**

### ***Public Sponsors***

This type of sponsor name is made known or visible to your event audience. You can shout your sponsor name from the highest mountain and place their logo all across town.

### ***Private Sponsors***

This type of sponsor name is not made known or visible. Even when the sponsorship benefits your audience publicly, your sponsor name is not revealed.

### ***Corporate Sponsors***

This type of sponsor is a large corporation recognized globally or nationally, e.g., Adidas, Coca-Cola, Tommy Hilfiger, and Rite Aid.

### ***Local Sponsors***

This type of sponsor is usually a mom and pop store or a small to mid-size business.

### ***Media Sponsors***

This type of sponsor shares event content with their audience via newspaper, television, magazine, blog, and other media channels, offline and online. Your event content should provide value to your sponsor audience which could help them increase their number of listeners or viewers or help their audience solve a problem. FYI: Target media that has your audience.

# How Sponsors Save Money On Events

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**L**et's say the cost of your event is \$100,000. Without sponsors, you will need to use your own money or borrow money to cover the cost for your event.

With sponsors, you saved \$100,000 because they covered the cost for your event.

# How Sponsors Increase Event Profit

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**L**et's say you paid \$100,000 of your own money to cover the cost or pay for your event, and your event revenue is \$100,000. Your event profit would be \$0.

$$\begin{array}{rclcl} \text{Event Revenue} & - & \text{Event Cost} & = & \text{Event Profit} \\ \$100,000 & - & \$100,000 & = & \$0 \end{array}$$

To find your event profit: subtract your event cost from your event revenue.

<b>EVENT REVENUE</b>	<b>\$100,000</b>
Advertising	\$ 25,000
Ticket Sales	\$ 25,000
Food and Beverage	\$ 25,000
Raffle Sales	\$ 25,000

<b>EVENT COST</b>	<b>\$100,000</b>
Venue	\$ 10,000
Decoration	\$ 10,000
Security	\$ 10,000

Sponsorship Activation	\$ 10,000
Promotion	\$ 10,000
Host	\$ 10,000
Entertainment	\$ 10,000
Celebrity Headliner	\$ 10,000
Staff	\$ 10,000
Food & Beverage	\$ 10,000

Your event profit would increase from \$0 to \$100,000 because you made \$100,000 and your sponsor or sponsors paid or covered the cost for your event.

Event Revenue	–	Event Cost	=	Event Profit
\$100,000	–	\$0 (covered by sponsor/s)	=	\$100,000

### OVERVIEW

#### Without Sponsors

Event Revenue	\$100,000
You Paid	\$100,0000
Event Profit	<b>\$0</b>

	\$100,000
<b>With Sponsors</b>	
Event Revenue	
You Paid	\$0
Event Profit	<b>\$100,000</b>

# Communicating

*Build Relationships With Sponsors*

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# Sponsorship

## Terms To Know

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**T**hese are terms used within the sponsorship industry. Knowing the sponsorship language assists with communicating more effectively with seasoned sponsorship professionals.

**Activation** – the action or activity that supports the benefit. For example, the activation for a New Year’s celebration offering visibility-benefit would be a ball drop with your sponsor logo or website inside of the lighted ball; reference The Times Square Ball in New York City.

**Asset** – the value your event owns or has access to, for example, opted-in phone numbers and content.

**Benefit** – the name of what your sponsor could receive from the assets, for example, visibility, promotion, and engagement.

**Sponsorship Deck or Deck** – another name for sponsorship proposal.



**Event Audience** – demographic or psychographic of people that you are connecting to your sponsor.

### ***Your Audience***

Your event audience must be identical to your sponsor audience. If your audience is football fans, your sponsor audience needs to be football fans or their product, service, or message must benefit football fans. If your audience is victims of domestic violence, your sponsor audience needs to be victims of domestic violence or their product, service, or message must benefit victims of domestic violence. FYI: Sponsors would also pay to have access to a group that is not your event audience, for example, your staff at your event because your staff is your sponsor target audience.

**Funding** – money or resource.

**Gain** – Return On Investment, Return On Objective, or profit that you provide or return to your sponsor.

**Leverage Event** – the strategy you will use to achieve your sponsor goal or objective.

**Profit** – financial gain that is more than the sponsorship fee or amount used for the sponsorship.

**Rights Holder** – another name for sponsorship seeker, property, sponsee, and \*sponsoree. \*Roberta Vigilance

**Sponsors** – a supporter or an entity that funds events with money or resource to receive tangible or intangible benefits.

**Sponsored-Events** – events that receive funding from sponsors.

**Sponsor Agency** – a third party (company or person) representing your sponsor.

**Sponsorship** – funding for events paid for by sponsors to receive tangible or intangible benefits that help them achieve their business or personal goal or objective within a specific amount of time.

**Sponsorship Fee or Sponsorship Investment** – funding your sponsor pay or provide to receive benefits. FYI: Know the exchange rate of your (foreign) sponsor when seeking sponsorship outside of your currency.

**Sponsorship ROO (Return On Objective)** – the value returned to your sponsor on the sponsorship objective, for example, the objective is rebranding and the return is increasing traffic to their website.

**Sponsorship ROI (Return On Investment)** – the percentage returned to your sponsor on the sponsorship fee or amount used for the sponsorship.

**To Sponsor** – to fund your event with money and resource paid for or provided by your sponsor.

# Common Benefits Sponsors Look For

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**Y**ou can offer your sponsor one or multiple benefits. Do not shy away from offering innovative or not so common benefits. Here are some common benefits sponsors look for and need that your event might have to offer:

**Accessibility** – the opportunity for your sponsor to gain entry to places and possessions that other sponsors or people do not have access to. For example, VIP section at your event, enhance technology, a plan that can maintain their #1 position for 100 years, or access to renowned industry leaders.

**Advertisement** – the opportunity for your sponsor to be in any and every place where you are advertising your event.

**Brand Engagement** – the opportunity for your sponsor product, service, message, etc. to be experienced by your event audience through using one or more of their five senses, or experience in a different way, for example, during meditation.

**Brand Positioning** – *"the space a company owns in the mind of a customer."* (keap)

**Community Relations** – the opportunity for your sponsor to create and establish positive communication and partnership with people and organizations in the area they have their business or prospecting launching their business. For example, banks and pizzerias usually sponsor sports teams in the areas where they have their establishments; even though everyone may not eat pizza, the pizzeria sponsor receives both benefits: tangible; sales from those who eat pizza and intangible; goodwill in the community. FYI: Local media could cover and share your event and sponsor with the local community.

**Credibility** – the opportunity for your sponsor to be viewed as a credible and trustworthy source.

**Demonstration** – the opportunity for your sponsor to show your event audience how to use, for example, their new and improved service or product.

**Donation** – the opportunity for your sponsor to use your nonprofit status as a tax benefit on part, not all, of the sponsorship fee. Remember, *there are tax issues to be aware of* (p,8).

**Endorsement** – the opportunity for your sponsor to receive recommendation from a celebrity or another reputable source. FYI: Endorsement could be an activation to start or implement credibility or branding-benefit.

**Exclusivity** – the opportunity for your sponsor to receive benefits no one else has access to. For example, content, venue, an area within your event, or be the only sponsor of your event.

**Expanded Audience** – the opportunity for your sponsor to be introduced to a larger audience within their original audience, for example, to take your sponsor from a local reach to a national or international reach. Red Bull is a good example of expanding their reach from Europe to North America.

**Exposure** – the opportunity for your sponsor to gain contacts that can increase their network or net worth, for example, a chance for your sponsor to become a member of a private or an exclusive club.

**Extended Audience** – the opportunity for your sponsor to be introduced to a different audience other than their original audience and is also referred to as a cross-over audience, for example, to introduce your sponsor to a different language. Another example, let's say your event audience is millennial women, you can consider a sponsor that targets millennial men and cross-over their product to your event audience. For an example of a product crossing over to a new audience, go to Youtube.com and search *Summer's Eve Commercial man accidentally using female product* – you might see in the effort to attract men to a product widely used by women, a male unconsciously using a female body wash and enjoying it until his wife brought it to his attention – he then went outdoors to do “manly” activities. Another example can include, hair dye brand for men that can also be used by women.

**Hospitality** – the opportunity for your sponsor to receive VIP treatment. For example, luxury suites, limousine transportation, and short term rentals that can include their family.

**Influence & Power** – the opportunity for your sponsor to become an influencer in their industry or your community, or a decision maker on major issues that they care about.

**Lead Generation** – the opportunity for your sponsor to receive qualified leads and opted-in information, such as, age or age group, salary, concern, lifestyle, phone number, zip code, likes, and dislikes.

**Media Value** – the opportunity for your sponsor to receive lots of media coverage that they could not have generated interest or afford on their own had it not been for your event. Investopedia

**Media Rights** – the opportunity for your sponsor to have shared or exclusive rights to your event content and broadcast your event live on their platform, for example, on radio and television.

**Naming Rights** – the opportunity for your sponsor to place their name on your real estate or property. For example, on your residential building, night club, stadium, vehicle, or book cover.

**Onsite Sales** – the opportunity for your sponsor to sell their product or service, offline, online, or both, at your event.

**Partnerships** – the opportunity for your sponsor to partner with other sponsors, associates, or stakeholders.

**Product Testing** – the opportunity for your sponsor to test a new product at your event.

**Promotion** – the opportunity for your sponsor to give out promotional items and promo codes or receive shout outs before, during, and after your event.

**Reinforcement** – the opportunity for your sponsor to strengthen their business or brand presence and relationship with your event audience.

**Relationship Building** – the opportunity for your sponsor to introduce themselves to your event audience and grow the relationship.

**Save Money** – the opportunity for your sponsor to pay less for benefits that otherwise cost more. For example, paying four figures instead of five to get your celebrity friend to endorse their brand or paying six figures instead of seven on an experiential marketing campaign.

**Self-Gratification** – the opportunity for your sponsor to be part of a cause closest to their heart, for example, education, poverty, health, war, environment, and entertainment.

**Speaking Engagement** – the opportunity for your sponsor to speak on a topic that provides value to your event audience.

**Storytelling** – the opportunity for your sponsor to share their business or personal story with your event audience. For example, the reason they launched their business and how their service helps your audience. FYI: Storytelling could help build an emotional and a

profitable connection between your sponsor and your event audience.

**Visibility** – the opportunity for your sponsor to be seen, heard, or known by your event audience offline, online, or both.



# Find The Value of A Benefit

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**T**he total value of all benefits needs to be, at minimum, the same as the sponsorship fee because it is easier to start and springboard from the minimum to providing a profit. Once the benefit values more than the sponsorship fee, your sponsor starts to receive a positive gain.

## **4 Ways to Find the Value of A Benefit**

- Add the total cost of the activation that supports the benefit. For example, the cost for text campaign activation associated with engagement-benefit.
- Add your own price value. Scarce and unique benefits are likely to cost more than common benefits.
- Ask your sponsor what value the benefit has for them.
- Know your event audience perceived value of your sponsor product, service, or message. For example, will your

audience stand in line at your event for hours to buy your sponsor product or leave if the product was free and there is no line, or wait for video buffering to stop during your livestream to listen to a word from your sponsor?

### ***Same Benefit Different Value***

Identical benefits can have different monetary value. For example, branding-benefit could cost more for Sponsor A because your sponsor is not known, and less for Sponsor B because your sponsor is known.

# Target

## The Right Sponsors

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**M**ake a list of brands, companies, individuals, and other entities that have products, services, and messages that target and resonate with your event audience, include products and services that your event audience is using.

Extend your list by adding your sponsor competitors. Also add sponsors that your event can add value to their entity, i.e., consider crossing over their products, services, and messages, to a different audience. Next to each name on your list, write how your event will help your sponsor achieve their goal or objective. Research and contact those sponsors. Find out if they are in business, sponsoring other events, having an issue, have a budget, and when do they accept sponsorship requests. Learn more about them also by visiting their websites.

Be sure that you are comfortable connecting your event audience with your sponsor because neither you nor your audience will support your sponsor if you do not like them. Even though, for

example, their product or service might be a good fit for your audience, their customer service may not be a good fit. FYI: Call your sponsor store or office to find out the quality of customer service they provide.

## **Targeting The Wrong Sponsors**

You might have to learn first-hand.

### ***Scenario***

One day you get Jen the sponsor of Jen's Cycling on the phone, or meet Jen the sponsor at an event. You pitch Jen the sponsor on your marathon for cyclists and how your event will give her cycling company more visibility. Jen the sponsor disconnects or gets irritated because everyone who did their research knows that Jen the sponsor is going out of business and no longer needs visibility.

Moral of the scenario, do some research before contacting sponsors. Doing research can let you know what type of opportunities your sponsor is looking for. FYI: At times research does not always reveal the closing of a business or in-house information so might have to learn first-hand during a conversation with sponsors.

# Where to Find Sponsors

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**Y**ou can find your sponsors offline and online.

## OFFLINE

### *Stop by your sponsor place of business*

If you reside, work, worship, or vacation in the area of your sponsor, visit them. The goal is to meet the decision maker or receive instructions on how to get to the right person or department. FYI: Some employees may refer you to their corporate office because sponsorship decisions are not made at store level.

### *Ask your network*

Ask someone you know to sponsor your event, e.g., a store or brand you frequent or support, your present or past employer, client, friend, family, board or church member, volunteer, social media group,

neighbor, doctor, children teacher, local business, or for a referral to someone in their network.

### ***Attend strategic networking events***

Go to meet and greets, business conferences and dinners, join organizations, and attend events where your sponsor is, for example, at events they sponsor.

### ***Expos are great***

Do your research before attending. Be vigilant and ask the expo organizer questions before you invest in travel, hotel stay, or other expense. Find out who will be there and if you will get the opportunity to meet and speak with the sponsorship decision makers or their representatives. Take copies of your personalized proposal to give to your target sponsors. Get their direct contact information if it is not on the monitors or their business cards.

### ***Ask your current sponsor***

If you are having the same event every year, ask your current sponsor for a long-term sponsorship agreement instead of short-term (one event). FYI: An ideal time to upsell from in-kind sponsorship to monetary sponsorship or ask your sponsor to extend or renew the sponsorship is right after reporting the sponsorship success.

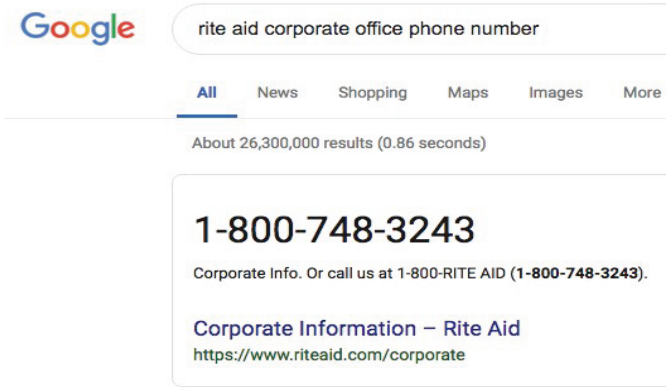
### ***Contact your previous sponsor***

Get in contact with your previous sponsor or sponsors. Remind them that they sponsored your event in the past and you would like to

have them back as your current event sponsor. FYI: You can also remind them of how the sponsorship helped in the past.

## ONLINE

### *Search engine*



To find the phone number of your sponsor, enter ‘sponsor name’ followed by ‘corporate office phone number’ in a search engine. Example:

You can also enter, your ‘sponsor name’ followed by ‘sponsorship’, or your ‘sponsor name’ followed by ‘corporate headquarters phone number’. If their contact information does not show up, search on their website. FYI: During your search, you may come across instructions to submit a request for donation instead of sponsorship; use the opportunity to introduce yourself and your event because all funding requests might go to one inbox.

### ***Go to sponsor website***

Look for the contact information to your sponsor marketing or brand manager or media or community relations department which usually can be found at the bottom or top of their website. If names and departments are not listed on the website, choose the 'Ask a Question' or 'Live Chat' option. When someone comes on the chat, ask for the name and email address to their sponsorship, marketing, or brand manager, or for the phone number to their corporate office. When you call your sponsor office, ask to speak with the person who oversees sponsorship or to transfer your call to the marketing department.

### ***Departments & Titles***

Names of departments and job titles constantly change, year after year, throughout the world. Usually with large corporations, it is best to start the sponsorship conversation with the marketing, community relations, or branding department, or with the person who works in the specific department that is related to your event audience. For example, ask to speak with the IT department if your event reaches an IT audience. With small to midsize businesses, ask to speak with the owner or manager.

### ***Sign up with social media***

Go on social media platforms where your target sponsor is on. Learn more about your sponsor by reading their posts and taking notes on what their customers are saying about them. The information can help you determine the type of benefits your sponsor is looking for or in need of. Send them a request with a message (if able) letting your



sponsor know the reason you want to connect. Keep it focused. Example: *Hi Tim, I read Myspace wants to re-enter the social media marketplace. I am planning my 4<sup>th</sup> annual trailer event and have access to +7.5M indie movie goers. I would love to discuss having Myspace as a sponsor of the event. Can we connect? Your name.*

### ***Purchase directory***

Research companies that sell lists of contact information to sponsorship professionals and marketing decision makers. Make sure the lists are up to date with current names and contact information. Consider directories to be an added source to finding your sponsors rather than your only source. FYI: Most companies require that you have permission to email and text, also you might be risking your reputation and the chance of high 'unsubscribe' or could be added to 'spam list'.

# When to Contact Sponsors

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**T**he time of year and quarter when sponsors budgets open and close vary per sponsor. Some budgets open in January to March and close in September to December.

Sponsors are able to make payments when their budgets are open and available. It is acceptable and standard practice to contact sponsors in any month. You might call at the right time, for example, during the time your sponsor needs to use or lose their budget or to fix a crisis. The best way to know when the right time is, is simply by asking your sponsor when you communicate with them.

It is key to follow-up with your sponsor per their request to nurture the relationship. January and during open months are good times to contact your sponsor and remain top of mind. Also, something can change which causes them to fund your event. It is also a good time to contact sponsors and start building relationships to secure your sponsor in the following year. Some sponsors might have a fluff or an

excess budget in July to September that can cover or reduce the cost of your event.

### **Factor In Times**

It is crucial you give yourself enough time to build positive relationships with your sponsor. Time is needed to research and contact sponsors, follow up on missed calls and out of office replies, get pass rejections, and for budgets to become available. It can take 6 months to a year or longer to build positive relationships with sponsors, or before closing the sponsorship deal. Local sponsors, resources, and small budgets usually can be secured faster. Emergency events, e.g., natural disasters, can also receive sponsorship faster.

# Selling

*Establish Win-Win Partnerships*

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# Create

## The Sponsorship Fee

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**T**o create your sponsorship fee, make a list with the cost of everything your event needs, wants, or desires, from product, service, staff, your fee, travel and hotel, marketing expert, promotion, t-shirts, step and repeat, graphic design, artificial intelligence to insurance and activation. Add (recommended) a 5-10% mark-up to cover the cost of unforeseeable events that can lead to unexpected costs. For example, price fluctuation for design development.

If you are seeking sponsors to cover all of your event cost, add all of the cost on your list, the total is the sponsorship fee. If you are seeking sponsors to reduce your event cost, add only the cost you are seeking funding for, the total is the sponsorship fee.

### **In-Kind**

If you are seeking resource instead of money, write [in-kind] next to the product on your list, e.g., venue [in-kind], food [in-kind], clothing [in-kind]. Since money is not needed to pay for those resources, you

can subtract the cost associated with each resource from the sponsorship fee, the new total is the sponsorship fee. FYI: Because sometimes we forgot, step away from your list for a day or so then revisit it to update items you might or might not need then update cost and fee, if applicable.

When adding mark-up, add the cost plus mark-up percentage to find the total. For example, \$100,000 (event cost) + 10% (mark-up) = \$110,000 (sponsorship fee). If your event goes as plan and stays on budget, the \$10,000 (mark-up) could become your event profit, go towards enhancing your audience experience at your event, providing additional value to your sponsor, hiring additional staff, or discounting the sponsorship when it renews.

# Sponsorship Proposal Categories

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**C**ategories are quickly identifiable (often three) packages or offers presented to sponsors. Your sponsor has the option of choosing all of the packages or one or more.

Common sponsorship proposal categories recognized by both sponsors and event audience are Platinum, Gold, Silver, Bronze which publicly reveals when placed on websites, mentioned at events, and included in other places, the level of commitment of each sponsor.

Though this trend is attractive, quick to read through, and good for bragging rights, important information is often overlooked.

Another set of categories are Title Sponsor, Naming Rights Sponsor, Exclusive Sponsor, and Presenting Sponsor. They are not easily recognized by an event audience.

Title Sponsor pays for the rights to incorporate their name in your event title or “marry” into your event name. For example, instead of Track Classic, your event name will be Adidas Track Classic or

instead of Your Company Name Health Fair, it is Your Sponsor Name Health Fair. The same for movies, cartoons, and webisodes, e.g., Thomas Edison Secret Lab and Warren Buffett Secret Millionaires Club.

Naming Rights Sponsor pays for the \*rights to place their name on your property, e.g., Citi Field, Scotiabank Arena, Barclays Center, and Kellogg's Diner. FYI: You can be creative and partner two sponsors.

\*Wikipedia

Exclusive Sponsor pays to be the only sponsor associated with your event or a specific part, or parts of your event. For example, your event sponsored by (retail industry) Modell's and the VIP room sponsored by (beverage industry) Coca-Cola, or the entire event cost covered by One Sponsor. It costs most to become an exclusive sponsor because your sponsor competition is eliminated and the focus is only on one sponsor.

Presenting Sponsor pays to be recognized at your event and normally is one out of many participating sponsors in related and unrelated industries. For example, Children Fashion & Talent Show presented by Tommy Hilfiger Jeans, New York Daily News, and Top Choice Corp. FYI: Joint ventures and partnerships between your sponsors can add additional value to the sponsorship.



# What To Include In Your Sponsorship Letter And Proposal

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**T**he purpose of your sponsorship letter and proposal is to introduce yourself and event, let sponsors know what you are offering, and how it can help them achieve their professional or personal goal or objective. It is to also start the conversation with your sponsor.

## **Keep your proposal:**

- Clear and concise.
- Up to four pages when including pictures and mock-ups, e.g., flyers and videos to show your sponsor what their name would look like on monitors, within a commercial, as an endorsement, or of previous events. Up to two pages for text only proposal. FYI: A one page proposal could also be effective to gain interest of sponsors, start a conversation, and secure sponsors.
- Fewer than thirteen pages when sending a pictorial proposal or proposal that has more pictures than text. Visuals are much faster to read through than text. Use accurate pictures. For example, if you are seeking sponsorship for a football team, do not include pictures of a hockey team – unless relatable. FYI: Only use

pictures of celebrities who agreed to be part of your event because your sponsor might research or ask for appearance agreement document.

- When using graphs, easy to understand.

## **Longer Proposal**

Preferably upon request, you can include additional details and information. Send it as an attachment or link to a web page or take it with you when you meet with your sponsor in person.

Consider words do get lost in translation so keep them simple, specifically when targeting sponsors in other countries and industries. Save and send your proposal as a PDF file because pdf is widely recognized and opened. FYI: Have your sponsorship proposal ready before contacting sponsors because it is easier and faster to edit your proposal than to write one from scratch when your sponsors request it.

**Include the following information in your sponsorship letter and proposal:**

***Name of event organizer or organization*** – a brief introduction of (fewer than 2 sentences) who you are or about your company or organization as it relates to your event purpose.

## **Nonprofit Organization And 501c3**

Submit your proposal on your organization letterhead. Include your EIN and your charity IRS Letter of Determination upon your sponsor request.

**Event name** – the name of your event.

***Event date or dates and time or time*** – write out the month and day, specifically when contacting sponsors outside of your area. Be mindful of date formats because they vary per location; United States uses M/D/Y and India uses Y/M/D & D/M/Y. If it is a tie-in or will add value to the sponsorship, mention any major event surrounding your event date, including special occasion and holiday. For example, around Christmas or during the Super Bowl.

***Renowned guest or guests*** (if applicable) – mention booked celebrity guest appearance or performance associated with your event and the type of value or influence the celebrity can add to the sponsorship, for example, the celebrity attracts emerging musicians.

**Venue** – the name of your event location, and physical or online address of your event location or locations. Include the number of people you expect to attend your event, if possible. If it is a tie-in or will add value to the sponsorship, mention any notable landmark that is in the area or areas. For example, inside Times Square or nearby Table Mountain National Park.

## **Venue Capacity**

The size of the venue is not of much importance unless it is going to be filled to capacity or close to capacity or used for a special purpose like indoor hiking. If it will add value to the sponsorship, you can add, for example, it is reported that an estimated 300,000 people walk-by the venue daily during the time of your event,

**Event demographic, psychographic, or both** – information about your event audience, such as, income (*disposable income*), age or age group (*16 to 24*), culture (*food*), profession (*hospitality*), gender (*women and men*), lifestyle (*entertainment*), interest (*indie movies*), or another characteristic and fact that describe your audience.

**Your why** – (optional however it could help your sponsor understand how the sponsorship helps you), let your sponsor know what you are looking to achieve from the sponsorship, for example, reach a wider audience, raise awareness to a cause, or promote your business.

**Media** (if applicable) – the name of the media that confirmed to attend your event, include their statistics (stats), i.e., number of readers, listeners, or viewers and the area or areas the media reaches. FYI: Most media have their stats and will gladly share it with you and your sponsor.

**Benefit** – the name of asset you are offering your sponsor. Optional: Next to each asset write what others are paying or the true value to show your sponsor how much money they would save.

**Activation** – the action or activity that supports the benefit.

**Asset** – (contingent on your proposal layout) the value your event owns or has access to, for example, phone numbers and booth.

**Sponsorship fee** – the amount of funding your sponsor needs to pay or provide to receive the benefit or benefits you are offering.

**Sponsorship fee due date** – the date or dates your sponsor needs to make payment or deliver the resource.

## **Late & Missed Payment**

Late payment from your sponsor could cause you to cancel your event, retract benefits, or miss out on early bird discounts which can increase the sponsorship fee. It is crucial that your sponsor pays on time so you can pay your deposits on time, for example, to reserve your venue or headliner.

***Expected outcome, with date or dates*** – what outcome will your sponsor receive from the sponsorship, and when.

***Form of payment*** – method or system you use to accept monetary payment, e.g., check, debit or credit card, wire transfer, cryptocurrency, blockchain wallet, cash, or other. If you accept payment on your website, provide your sponsor with the link that goes directly to the payment page. To receive products, include the ship to address or the pickup date. FYI: You can share this information before or after speaking with your sponsor.

***Contact Information*** – the name and contact information your sponsor needs to follow up with. Include your availability time or times or your calendar, time zone especially if your sponsor is in a different time zone, and name of country if outside of your area. FYI: Email addresses should be professional and consist of your name, a business name, or event name.

**Other information you can include separately as an email attachment link or on a web page:**

Marketing plan, case studies, testimonials, videos, longer version of your proposal. FYI: Protect your unique concept and activation via trademark, copyright, or using another method, also, do not send confidential information to your sponsor until it is requested, preferably after speaking or meeting with the decision maker.

**NOTE:**

***Sponsorship Spots Available***

If you plan on having more than one sponsor in the same category, let your sponsor know the number of spots available by stating, for example, 3 out of 10 presenting sponsor spots available.

***Proposal Layout***

There are many ways you can design and format your proposal, e.g., colors that match your or your sponsor brand color, tier packages, and A La Carte menu. Choose or create a style and format that you like and can express in face to face meetings with your sponsor.

# Examples Of Sponsorship Proposals

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Sponsoree logo (optional)

January 2, 20xx (date you are sending proposal)

Attention: Mr. Tim Vanderhook (sponsorship professional or point of contact name) Myspace LLC (name of sponsor company)  
4 Park Plaza (sponsor address)  
Irvine, CA 92614

Dear Mr. Vanderhook,

My name is Joel William (*name*). I read that Myspace is looking to re-enter the market. I have an event sponsorship opportunity that can make Myspace.com relevant again by March 31, 20XY (*expected outcome, with date*).

I am the owner of Reel Entertainment located in Indie, California. We showcase indie movie trailers produced by independent movie directors, and are planning our 4<sup>th</sup> Annual Indie Movie Trailers Showcase (*event name*) on January 17, 20XY (*date*). The event will showcase 45 indie movie trailers. This will be our first time live streaming our event, and could go live on Myspace.com (*venue*).

As our event sponsor, you will have access to 1.5M active opted-in US phone numbers of indie movie goers, age 18+, and +6M social media followers we grew organically. 90% resides within the United States, 7% within Canada, and 3% within other parts of the world (*audience*). Most of our directors are located in the UK. The sponsorship will assist us with branding our event in the UK (*why*).

Our event can help Myspace stand out from other social media platform.

You can call, text, or email me with your question, or availability to discuss the sponsorship further. I have also included my calendar for convenience. I hope to hear from you soon.

Thank you,

Joel

Phone: (555) 555-5555

Available: Monday-Friday 9:00 a.m. – 4:00 p.m. Pacific Time. (*contact/time*)

Email: [proposal@example.com](mailto:proposal@example.com) (*contact*)

Website: [www.reelentexample.com](http://www.reelentexample.com)

Calendar: [reelcalendar.com](http://reelcalendar.com)

**EXAMPLE 1**

**MySpace.com Indie Movie Trailers Showcase**

Make Myspace.com Relevant Again \$100,000usd (fee)

**Access to +7.5M Indie Movie Goers**

January 17, 20XY – March 31, 20XY

**Build Relationship**

**ENGAGEMENT** *(benefit)*

**Communication: Post & Text** *(activation)*

- +6M Social Media Followers *(asset)*
- 1.5M Opted-in US Phone Numbers *(asset)*

**Build Credibility**

**PUBLIC RELATIONS** *(benefit)*

**Indie Movie Critics & Influencers** *(activation)*

- Access in US, UK, Canada *(asset)*

**Standout from other social media platforms**

**PROMOTION** *(benefit)*

**(9) 10-Second Personalized Informercials** *(activation)*

- Place 5 times *(asset)*

**Gain recognition at the event**

**VISIBILITY** *(benefit)*

**Logo Placement** *(activation)*

- Place 45 times *(asset)*

**Indie Movie Trailers Showcase presented by MySpace.com**

Recognition \$10,000usd (fee)

(3/10 slots available)

**Gain recognition at the event**

**VISIBILITY**

**Logo placement**

- Place 45 times *(asset)*

**Payments Due Date**

November 30, 20xx *(due date)*



**EXAMPLE 2**

<b>Myspace The Go-To Platform to Watch Indie Movie Trailers</b>	<b>Gold Sponsor</b>  Awareness at Event	<b>Silver Sponsor</b>  Build Relationship	<b>Bronze Sponsor</b>  Strengthen Relationship
<b>VISIBILITY</b> Logo Placement 45 Trailers	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<b>ENGAGEMENT</b> Communication Text, Social Media	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
<b>PROMOTION</b> (9) 10-sec infomercial (5) sets of 45	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
<b>PUBLIC RELATIONS</b> Influencers, Critics US, UK, Canada	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
<b>LONG TERM</b> Top-Of-Mind Consistency	<input checked="" type="checkbox"/>		
	<b>(5 Year) \$400,000</b>	<b>\$100,000</b>	<b>\$10,000</b>

### EXAMPLE 3

reelent

**BRANDING OPPORTUNITY FOR** **myspace**

Access to +7.5M active indie movie goers

### myspace

Make Myspace.com Relevant Again

#### BRANDING OPPORTUNITY

Indie Movie Trailers Showcase is an annual event, approaching our 4th year, and takes place in California. This will be our first time live streaming our event. We can set Myspace apart as the go-to social media platform to view indie movie trailers, as a sponsor of our event.

#### AUDIENCE

Indie Movie Goers, Age 18+,  
Resides: 90% US, 7% Canada, 3% other areas.

#### CONTACT

**Joel William**  
Owner of Reel Entertainment  
Joel@example.com  
555.555.5555  
Mycalender@example.com

Benefit	Outcome of Benefit	Presenting Sponsor Awareness at Event	Title Sponsor (3 Month) Build Relationship	Exclusive Social Media Sponsor Strengthen Relationship
<b>VISIBILITY</b> Logo Placement 45 Trailers	Recognition	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<b>ENGAGEMENT</b> Communication SMS & Social Media	Build Relationship		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<b>PROMOTION</b> (9) 10-sec infomercial (5) sets of 45	Standout from other social media platforms		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<b>PUBLIC RELATIONS</b> Influencers, Critics US, UK, Canada	Establish Credibility		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<b>LONG TERM</b> Top-Of-Mind Consistency	Strengthen Branding and Relationship			<input checked="" type="checkbox"/>
		\$10,000	\$100,000	(5 Year) \$400,000

#### EXAMPLE 4



JAN 20XX

## BRANDING OPPORTUNITY FOR myspace

**Presented By:**

Joel William  
Owner Reel Entertainment  
(555) 555-5555  
Joel@example.com

**Prepared For:**

Myspace

## EXCLUSIVE BRANDING OPPORTUNITY

Access To +7.5M Active Indie Movie Goers

### Engagement

SMS, Social Media

Communicate With Indie Movie Goers

### Promotion

5 Sets

10-Second Myspace.com Infomercial Ads After Trailers Set

### Public Relations

US, Canada, UK

Access To Social Media Influencers & Critics

### Visibility

45 Trailers

Myspace.Com Logo Placement After Each Trailer

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## EXCLUSIVE BRANDING OPPORTUNITY

Access To +7.5M Active Indie Movie Goers

### Engagement

SMS, Social Media

Communicate With Indie Movie Goers

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### Promotion

5 Sets

10-Second Myspace.com Infomercial Ads After Trailers Set

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### Public Relations

US, Canada, UK

Access To Social Media Influencers & Critics

---

### Visibility

45 Trailers

Myspace.Com Logo Placement After Each Trailer

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## ABOUT REEL ENTERTAINMENT

Showcase Indie Movie Trailers



### Joel William

- Owner Of Reel Entertainment
- Organizer Of Indie Movie Trailers Showcase Event
- International Independent Filmmaker Member
- Share Indie Movie Related Content
- Executive Producer Of Indie Movies
- Teacher Of Cinematography

### Background

- Actor
- Cameraman
- Production Manager
- Event Promoter
- Indie Movie Fanatic

### Indie Movie Trailers Showcase Event

- 4 Years
- +6M Social Media Followers
- +1.5M Opted-In Phone Numbers

## TARGET AUDIENCE



**Indie Movie  
Goers**

**18+**  
Age

**90%**

Resides within the  
United States

**7%**

Resides within  
Canada

**3%**

Resides within other  
parts of the world



## BENEFITS & SPONSORSHIP INVESTMENT

### 3 MONTH SPONSORSHIP

Awareness

- ✓ BUILD RELATIONSHIP  
COMMUNICATE WITH  
INDIE MOVIE GOERS
- ✓ STANDOUT  
(9) INFOMERCIAL ADS
- ✓ CREDIBILITY  
SOCIAL MEDIA  
INFLUENCERS & CRITICS
- ✓ RECOGNITION LOGO  
PLACEMENT
- ✓ \$100,000  
(VALUE \$180,000)

### 5 YEAR SPONSORSHIP

Strengthen Branding and  
Relationship

- ✓ REMAIN TOP-OF-MIND
- ✓ ENGAGEMENT
- ✓ PROMOTION
- ✓ PUBLIC RELATIONS
- ✓ VISIBILITY
- ✓ \$400,000

### ON SITE SPONSORSHIP

Recognition

- ✓ LOGO PLACEMENT  
45 SPOTS
- ✓ \$10,000



JAN 20XX

THANK YOU



**Presented By:**

Joel William

Owner Reel Entertainment

(555) 555-5555

Joel@example.com

EXAMPLE 5



# à la carte

SPONSORSHIP OPPORTUNITY



After Each Trailer

**GET SEEN AT EVENT**

Clickable link sent 45 times to your website landing page

**\$60,000**

Twitter, Facebook, TikTok, and Phone

**STANDOUT**

Let indie movie goers know that there is a platform for them

**\$60,000**

Personalized Videos

**BUILD RELATIONSHIP**

Share your story and let the audience get to know you

**\$50,000**

Write Ups and Talk Ups

**STRENGTHEN RELATIONSHIP AND GROW AUDIENCE**

Become talk of the town and go-to platform to watch indie movie trailers

**\$10,000**

# 15-Second Pitch To Gatekeepers And Sponsors

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**W**hen calling sponsors for the first time, you will come across gatekeepers. Gatekeepers are professionals who answer the phones, and could be, for example a receptionist, secretary or an operator. FYI: There are times when the business owner or decision maker answers the phone so be ready.

To reduce nervousness and keep from stumbling over your words, practice these scripts. When you call, take your time, be polite, and have a positive attitude.

**Script:** Hi (gatekeeper name, if you know it). My name is (your name) with (name of your business or event name). How are you?

## **NOTE:**

### ***Mental Health***

A simple question could brighten a person's day.

After you and the gatekeeper get past their response, let them know:

**Script:**

I am having an event that can (mention expected outcome), for example, help Myspace.com re-enter the market. Could I send you my sponsorship proposal?

The gatekeeper will instruct you on what to do next or transfer your call. If your call is transferred, and the professional picks up, let them know:

**Script?**

Hi (professional name, if you know it). My name is (your name). I am having an event that can help Myspace.com re-enter the market. Could I send you my sponsorship proposal?

**If they answered Yes!**

Thank them, and ask for the correct spelling of their name, and which method is best for them to receive your proposal. If it is email, you want to make sure you have the correct spelling of the email address. Ask what their response time is or would they prefer you to follow up with them and how, e.g., phone, visit. Confirm the date and time for clarity, and remember to follow-up. FYI: After you send your proposal, contact your sponsor right away to be certain they received your proposal because you could be waiting for a response just to discover they never received it.

### **If they answered No!**

Ask them why. The fastest way to overcome no is to understand why the sponsorship professional said no. They can say no for many reasons including they are not the decision maker (in this case, ask to be connected to the decision maker), they do not have the budget, it is not the right time or fit, they are not on the market, they do not go outside of their network, they do not understand sponsorship, they did not hear or understand you and felt uncomfortable asking you to repeat yourself. Your goal is to find out why they said no and then make a decision if you need to follow up in the future or take them off your list.

### ***Rejection***

Do not let rejection define you or the final outcome of securing sponsors. Understand that no is only part of the process for getting to yes.

# After You Close

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1. **Please, please, please** honor all verbal and written agreements with your sponsor by activating what you promised. If something unforeseeable happens that prevents you from providing any or all of the benefits to your sponsor, keep calm and inform your sponsor as soon as possible.
2. Safeguard your sponsor image to maintain and increase their value.
3. Provide your sponsor with pictures, video clips, web/text links, audio commercials, awards, or any proof that shows you delivered all of the benefits or you are in the process. They might use it for other marketing and promotional campaigns or for bragging rights.
4. Support your sponsors, e.g., purchase their product or service, donate to their charity, support their music and movie, visit their destination, and recommend your family, friends, and network to do the same.

5. Thank your sponsor in post event media outlets, offline and online, that reach their target audience.
6. Remember you closed the deal with a person and not money. Treat your sponsor with respect and look forward to continued sponsorship.
7. Maintain a positive relationship with your sponsor. Kyle Johnson, Sprint/Nextel
8. Communicate with your sponsor daily, weekly, or at the scheduled time to provide updates or a progress report.



# Recommendation & Advice

*Find These Businesses*

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# Find These Businesses

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**Y**ou will need to find reputable businesses and professionals that can handle the following for your sponsored-event.

## 1. Insurance

Some venues and sponsors might not partner with you if you do not have event insurance. Insurance is required, typically for large and complex events, and covers a variety of claims including damage, accidents, faulty sponsored-product and stage, bodily injury, and fire. Research General Liability Insurance (GL) and Event Insurance. Choose the one or ones best suited to protect you and your sponsor from and in any lawsuits. Ask your event venue if they provide insurance, then decide if you need more insurance than what they are providing.

## 2. Contracts

Some sponsors have their own contracts. You can create your own or consider your sponsor contract. Work with a lawyer or professional who specializes in creating and reviewing contracts, preferably someone who understands sponsorship and the law. They

can insert clauses that will define the action or penalty to take if you or your sponsor, for example, wants to end the sponsorship early.

### **3. Accountant**

If you are not privy on current tax laws for individuals, businesses, and nonprofits, find a knowledgeable accountant or CPA who is. He or she can assist with accurateness of filing taxes on the sponsorship revenue, income, profit, or loss.

# Quiz

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1. Getting rid of misconceptions about event sponsorship:

- A. Will slow you down from securing sponsors
- B. Gets better results faster
- C. Can confuse you and sponsors

Answer on page 12

2. Benefits are:

- A. Tangible and intangible
- B. Assets
- C. Both

Answer on page 15

3. With the exception of your sponsor wanting to access another group, your event audience must be:

- A. A group
- B. Identical to your sponsor audience
- C. Made visible

Answer on page 24

4. The total value of all benefits needs to be, at minimum:

- A. The total cost of the activation that supports the benefit
- B. Valued more to Sponsor A and less to Sponsor B
- C. The same as the sponsorship fee

Answer on page 32

5. Gold, Silver, Bronze are names of:

- A. Proposal categories
- B. Bragging rights
- C. Medals earned by your sponsor

Answer on page 46

6. In case something unforeseeable happens, you should:

- A. Not contact your sponsor
- B. Give up
- C. Contact your sponsor as soon as possible

Answer on page 70

# Sponsor Contact Sheet

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Name of Sponsor Industry: \_\_\_\_\_

Company Name: \_\_\_\_\_

Phone Number, Ext: \_\_\_\_\_

Website: \_\_\_\_\_

Street Address: \_\_\_\_\_

Name of Sponsorship Professional: \_\_\_\_\_

Sponsorship Professional Title: \_\_\_\_\_

Cell Phone/Alternative: \_\_\_\_\_

Email Address: \_\_\_\_\_

Note with Date: \_\_\_\_\_

Name of Sponsor Industry: \_\_\_\_\_

Company Name: \_\_\_\_\_

Phone Number, Ext: \_\_\_\_\_

Website: \_\_\_\_\_

Street Address: \_\_\_\_\_

Name of Sponsorship Professional: \_\_\_\_\_

Sponsorship Professional Title: \_\_\_\_\_

Cell Phone/Alternative: \_\_\_\_\_

Email Address: \_\_\_\_\_

Note with Date: \_\_\_\_\_



# Conclusion

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# Closing Thoughts

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**N**inety percent of securing sponsors is being passionate about your event, 10% is having the knowledge that is shared in this book. Your passion will keep you going when a sponsor says no or people stop believing in you and your event.

Sponsors are people too. Some might be unfriendly, while you might make a friend or two with others. Understand you are not entitled to sponsorship just because you and your event audience are huge fans and supporters of a sponsor.

Be aware, and understand, that some sponsorship professionals have lost touch with reality. Although they need properties and their businesses heavily rely on your event audience purchasing their goods and services, they do not feel the need to build relationships, partnerships or connections with communities their target audience is in because they only think of their audience as consumers. They feel gratified sponsoring the same events even though they are not making a profit. Why? Because they are receiving intangible benefits which allow them to keep their money and resources within their network.

Be considerate. Some sponsors became the multi-million and multi-billion dollar businesses they are today through sacrificing time away from their family and health. There are sponsorship professionals and gatekeepers in those companies that have no clue of the company history nor do they have an entrepreneurial mind or spirit or care about the sacrifice that the founders of these businesses made. Some of these individuals only think and act like employees who are there to enforce antiquated systems and for a paycheck – not to learn, improve, or foster new relationships. They will reject your proposal faster than you can submit it. It serves you best to be understanding of their shortcoming, and move on.

Keep in mind when out shopping and spending your money how some sponsors have responded to your sponsorship request. In no way, shape, or form, is it being suggested to boycott an entity. The point here is to emphasize the importance of you and your event audience supporting sponsors that support you and your event audience.

If companies continue to take money out of communities and put nothing back, how will communities survive? They won't. The same is true with sponsors. If sponsors continue to support events that do not return a positive gain, how will sponsors survive? They won't. Establishing win-win partnerships between events and sponsors is about give and take.

There are countless sponsors in the world, do not let a single entity discourage you. We all could agree that there are a lot more small businesses than there are large. Think of how your event can help

those small businesses and how they can help you achieve your event purpose and expected outcome, do not count them out.

If a sponsor changes, for example, their message, you and your event audience have the right to stop supporting the sponsor as the sponsor has the right to stop supporting your event if you change.

Be flexible and open to new ideas when working with sponsors. Give sponsors the option to add benefits. Consider them, if it can be done, go for it. Remember, if additional cost applies, sponsors could cover it.

Last, this is planet Earth, expand and extend your reach. If your event has something of value to offer sponsors in a different part of the world, contact sponsors there. In cases like these you will have to do your research on local and international business laws, it might be well worth the time and sponsorship.

# About The Author

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**R**oberta Vigilance has gained extensive B2B (Business to Business) and B2C (Business to Consumer) sales experience and has spent more than 20 of those years in the event sponsorship space selling events to sponsors and teaching individuals and groups how to secure sponsors for events. Led by passion, Roberta established Vigilance Style & Grace, in 1999, an event planning company specializing in networking events that educate, showcase, and network talents in the entertainment industry. Self-taught, Roberta learned from trial and error how to plan sponsored-events and secure sponsors. All of her events were sponsored; as a result, she saved her company hundreds of thousands of dollars. Her events' sponsors span the gamut from Rite Aid and Tommy Hilfiger Jeans to Adidas and Coca-Cola. Roberta's strategic problem-solving, ingenuity, and inquisitive nature have all earned her the reputation as an innovative sponsorship industry frontrunner around the globe. Roberta was born and is located in the United States of America and was raised in Guyana, South America, and loves music. To contact Roberta, email her at [roberta@eventsandsponsors.com](mailto:roberta@eventsandsponsors.com).

# Note From Author

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**H**il I want to express my gratitude for your support. It is truly an honor to be part of your learning experience, and I am grateful for the opportunity to share my experience, knowledge, and insights with you.

My purpose is to assist with successful sponsorship outcomes. The world is constantly evolving, and new activation emerges continually. Join our *Sponsorship Newsletter* to receive sponsorship updates and tips, gain access to sponsors, and receive reminders of *Sponsorship Talk with Roberta Vigilance Podcast* releases that are available anywhere you get your podcasts.

More books will be available to make your sponsorship process easier, faster, and more efficient. I hope this book has been helpful and insightful. If you have any feedback, suggestions, and want to share a review, please feel free to share them. Your input is valuable in helping me better serve your needs.

Wishing you all the best in your learning and securing sponsors endeavors!

Thank you,

Roberta

[roberta@eventsandsponsors.com](mailto:roberta@eventsandsponsors.com)

# Bulk Purchases

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**T**o purchase this book in bulk (schools are welcome), please contact us with the number of copies you would like to order and the address where you would like your books shipped and we will be glad to contact with you with price and delivery date. Contact us, at [info@eventsandsponsors.com](mailto:info@eventsandsponsors.com).

# Your Review

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**W**ant to let others know what you think about this book?  
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# Take Action

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**T**ime to take action! Here are the steps that will lead you to securing sponsors for your event:

- ☐ Be passionate about your event, to prevent you from easily giving up at the first sign of rejection.
- ☐ Understand how event sponsorship works, to successfully help you through the process.
- ☐ Know your event purpose, expected outcome and audience, to target the right sponsors.
- ☐ Create a list of sponsors, to select who to choose as your partner.
- ☐ Research sponsors, to learn more about them.

- ☐ Have your sponsorship proposal ready, to send at anytime.
- ☐ Contact sponsors, to find out who the decision maker is and send your proposal.
- ☐ Submit your sponsorship proposal, for sponsors to review.
- ☐ Follow-up with sponsors, to meet with sponsors or get their answers.
- ☐ Close sponsorship deal, to get the money or resource or both.
- ☐ Honor your agreement, to keep your sponsor.
- ☐ Report sponsorship progress, to keep sponsors up to date.
- ☐ Upsell sponsor, to save time looking for new sponsors and provide more value to sponsors.
- ☐ Repeat steps, to get more money and resource.