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**FIVE KEYS TO SPONSOR RETENTION**

* **Brand Visibility**
  + Companies use nonprofit sponsorship as a business strategy to build brand recognition and generate positive PR
    - 91% of global consumers are likely to switch brands to one associated with a good cause, given comparable quality/price
    - 61% of consumers are willing to try a new brand if it is associated with a cause they care about
    - 50% of global consumers are willing to pay more for goods and services from a company that gives back to society
  + Sponsors want to see their logo anywhere and everywhere
    - Banners, T-shirts, signage, newsletters, webpage, social media, email campaigns, landing pages
* **Recognition**
  + Acknowledge your sponsors at events, board meetings and committee meetings
  + Place an ad in their industry publication thanking them for their sponsorship
  + Have staff, board members and ambassadors thank sponsors on their personal social media
  + Give sponsors VIP tickets to events and invite them to pre/post-event VIP sessions
* **Metrics**
  + When companies agree to sponsorship, they want to see a measurable return on their investment; the most common metric for this is exposure
    - Compile a comprehensive list of marketing materials that included the company’s logo, and track the number of impressions each one generated:
      * Email campaign | Sent March 30 | 1,500 opens
      * Physical mailer | Sent April 10 | 1,900 recipients
      * Facebook post | Posted on April 15 | 530 likes
    - Show examples of other businesses that have sponsored your events and how much exposure it generated for them
* **Lines of Communication**
  + Start the relationship before asking for money
  + Create a sponsorship contract that lays out what your association owes to the company for their sponsorship
  + Draw up a calendar of touch points
    - Social media mentions
    - Newsletter ads
    - Web spotlights
  + ALWAYS deliver what you promised
  + Stop by their workplace throughout the year
  + Nurture and build your relationship
* **Creativity**
  + Listen to your sponsors needs and pain points
  + Talk to sponsors about the clients they are targeting - you may be able to help them communicate
  + Brainstorm creative ways to generate visibility for your sponsors - VIP events, microphone time at events, etc.
  + Listen, listen, listen - the best way to attract and keep sponsors is to offer sponsorship benefits that will be valuable to them