****

**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