



# How to Attract **EVENT SPONSORSHIP** *10 Dos and Don'ts*



## **Sponsors make the world of events richer.**

Not only do they help underwrite a portion of the event cost, they play a vital role in creating the overall experience for attendees through their participation as exhibitors and speakers.

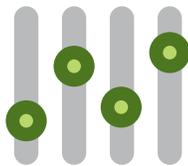
Your sponsors are essentially the “co-hosts” of your events. But attracting the right sponsors (and ensuring their happiness and success) can

be easier said than done. After all, sponsors have their own unique goals for supporting an event and those goals will be foremost in their minds. As someone responsible for securing event sponsors, you must be able to prove that your event will offer their best chance of success.

We've compiled the following 10 "dos and don'ts" to help you attract and satisfy your event sponsors.



## The Dos:



### **Do be willing to customize.**

Delivering the most value back to your sponsors means you have to be willing to customize. Create packages that are very specific to the sponsor and what their needs are and what they are looking to get out of the event. Be willing to push the boundaries.



## The Don'ts:



### **Don't build your sponsor packages in a bubble.**

Get your partner, demand generation, and events teams together to create packages that align specifically to the goals of your sponsors. Think about all the stakeholders in your organization who care about your partners and their outcomes. Those people should be included in building out your sponsor packages.

## *Do* consider category exclusivity.

Offering category exclusivity to sponsors can help facilitate a quicker and a more expedited sale. However, it's not always possible or desirable to have exclusivity across the entire event. Instead, consider allowing category exclusivity for a given segment or activity within the event.



## *Do* put yourself in the sponsor's shoes.

Put yourself in the shoes of an organization that is about to dump thousands of dollars into your event. What will they be looking for? What will excite them? The last thing you want to hear is, "Our brand wasn't well represented."

## *Do* stay in touch with your sponsors.

Here's an idea: Deliver a monthly newsletter to previous sponsors and even to a broader base of prospective sponsors to share available event opportunities throughout the year. Continual communication is important and shows you value the participation of your sponsors.

## *Don't* wait until the last minute.

It can be challenging to plan all of your event offerings for the full year in advance. But if you wait too long—for example, you come out with a roadshow and you're looking for sponsorships late in the year—a lot of companies will have already run out of budget. As much as possible, look ahead on your calendar and communicate your opportunities to potential sponsors while they're planning their budgets.

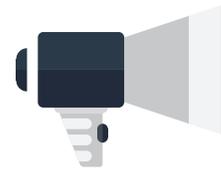


## *Don't* short-cut the prospectus.

Create a prospectus that clearly defines your sponsor opportunities and what they'll get out of it. Define the deliverables, costs, and include background on your event, attendee profiles, and past results. Make it clear and compelling from the start.

## *Don't* leave your sponsors in the dark.

Build an exhibitor/sponsor resource center and anticipate their questions and needs ahead of time. Make it easy for them to find the answers they need.



## **Do remember what matters most.**

Sponsors want customization, value, and impressions. They want the right people engaged with their brands before, during, and after the event.

## **Don't forget to promote your sponsors.**

Don't leave your sponsors longing for attention. One major event chooses to hold its awards show on the showfloor where sponsors and exhibitors have paid money to appear. Promote your sponsors through your event mobile app, and plug their support in a variety of ways to ensure they feel valued and supported in return.

**Make your next event the best yet**  
for your organization, your sponsors, and your attendees  
by keeping these dos and don'ts in mind.

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