

# **STBONAVENUE**

## *How to Secure Sponsors for Your Corporate Event*

### *Step 1*

#### **DETERMINE IF YOU ACTUALLY NEED SPONSORS**

Here are a few telltale signs that your event may stand to benefit from strategic sponsors:

- Your event goals require additional budget items not already accounted for in allocated funds.
- You need to build your customer base.
- Your event is brand new and/or your brand needs to build industry cred.

### *Step 2*

#### **CHOOSE THE RIGHT SPONSORS**

The ideal sponsor will be as excited to work with you as you are to work with them!

##### **Identify Your Audience**

Find sponsors that fit your audience — their interests, key behaviors, and spending habits. You may already have a built-in database of demographics.

##### **Leverage Online Tools**

- **Sponseasy:** Identifies leads and designs proposals.
- **SponsorMyEvent:** Helps facilitate relationships between sponsors and event planners.
- **SponsorPitch:** Allows you to search their database, use their CRM and export sponsor data.

##### **Create a Wish List**

Make a long list of the types of companies that align with your fans' expressed interests. For example, if your attendees like art, local galleries and supply stores should be on your list.

##### **Further Refine the List**

Dive deeper into potential sponsor organizations:

- What topics do they promote?
- Have they sponsored events before? Were they similar to yours?
- Are they a company you would love to work with?

### *Step 3*

#### **CREATE A PROPOSAL LETTER**

Once you have your shortlist of potential sponsors, it's time to make the asks! Your proposal letter should:

- Tell your company story.
- Explain what you do.
- Detail your audience.
- Mention connections.
- Request a Meeting.

### *Step 4*

#### **OFFER SPONSORSHIP PACKAGES**

Use packages to give partners a clear idea of how much to offer and what they can expect in return.

### *Step 5*

#### **THANK YOUR SPONSORS**

Make sure your sponsors feel valued!

- Thank them during the event.
- Send a thank you note.
- Write a social media shoutout.