Sponsors: How to Find Them & Create a Win-Win

sponsored by

bloomerang

PHILANTHROPIC
PIE

What percentage of the philanthropic pie is BUSINESS SUPPORT at your organization?

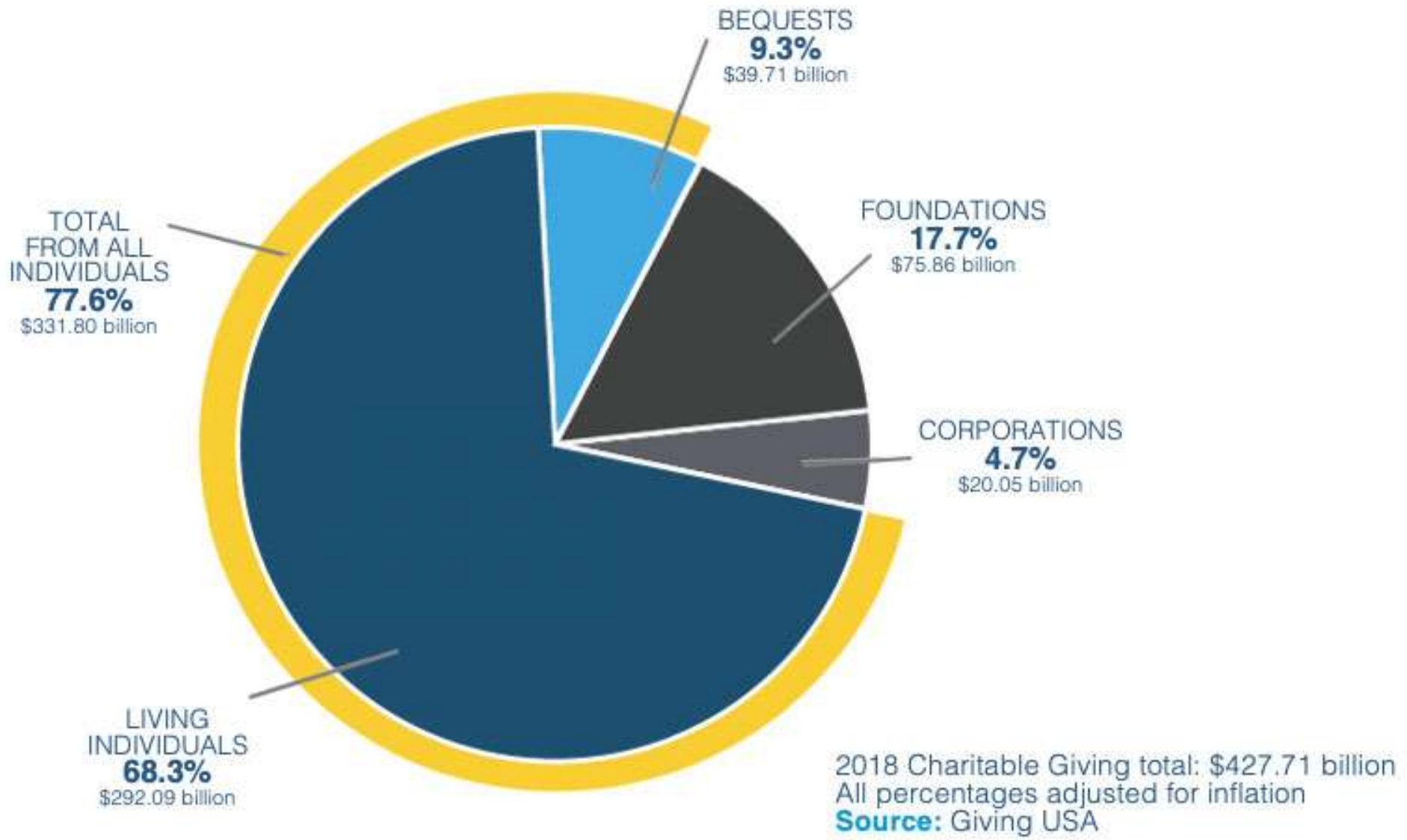

Image Credit: imarketsmart.com

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Credit: Sponsorship Collective

Who is this guy?

And why does he think he knows what he's talking about?

career
fundraiser

DICKINSON
COLLEGE

AACA MUSEUM INC.
A World Class Automotive Experience
CARS · BUSES · MOTORCYCLES · & MORE

CULTURAL
ENRICHMENT
FUND

CFRE™

AFP
Association of
Fundraising Professionals
Master Trainer

productive
FUNDRAISING

TEMPLE
OWLS

MESSIAH

But more importantly ...

THE CULTURAL ENRICHMENT FUND PRESENTS
THE RED CARPET
SOIRÉE
ARTS GALA & SHOWCASE EXPERIENCE

lesliegilbert
PHOTOGRAPHY

AGENDA:

1. What Do You Have to Sell?
2. Identifying Potential Sponsors
3. Beginning the Partnership Conversation
4. Structuring Win-Win Long Term Relationships
5. Q&A

SLIDES + RESOURCES

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RECORDING

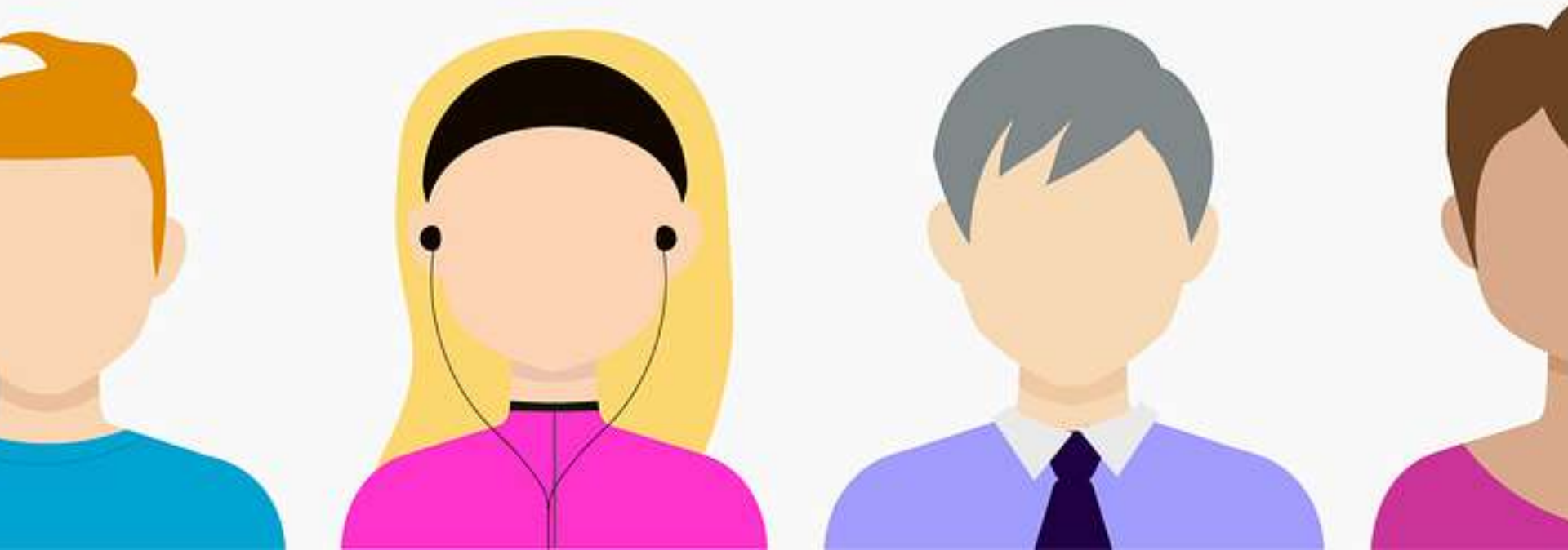
What Do You Have to Sell?

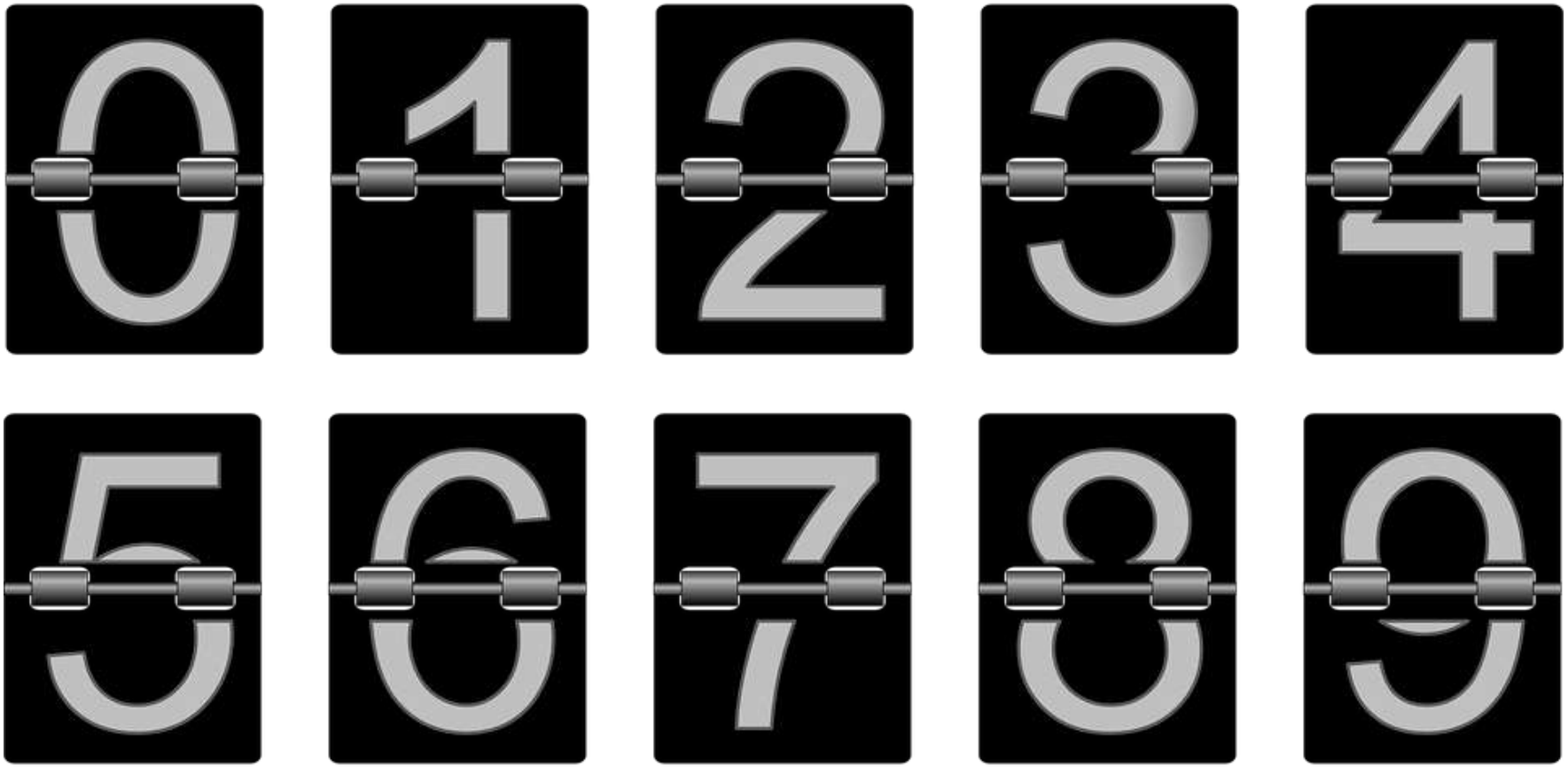
YEAR ROUND vs ONE NIGHT

CORPORATE PARTNER PROGRAM

AUDIENCE
ACCESS

AUDIENCE AVATAR




0 1 2 3 4
5 6 7 8 9

event attendees

email subscribers

social followers

monthly web visitors

be flexible

customization = good

find win-wins

Identifying Potential Sponsors

from your database

- Current Business Donors
- Current Individual Donors
  - Business Owners
  - Senior Level Employees
- Employers of Board Members

from accounting

- Current Vendors
  - Review a list of payables (sorted largest to smallest) from the last 12 months

from brainstorming

- The Key Players in Your Community
- Companies that Also Serve Your Beneficiaries / Clients / Patients
- Companies that Want Access to Your Avatar

Goal = list of 25 to 100 potential sponsors

“Who do we/you know that knows someone at _____?”

- Event Committee
- Board
- Full Staff

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media sponsors

in-kind sponsors

Beginning the Partnership Conversation

When?

Who?

Dear Mr. Donor -

I hope all is well and that you're enjoying these early spring days!

My name is Chad Barger and I am the Development Director of the ABC Charity.

I am writing to see if I could stop by sometime in the next month or so to provide a **brief**
update on ABC Charity and our upcoming event. It's an opportunity for me to share our progress, to answer your questions and to **get some feedback** which is always appreciated.

I think **20 minutes** would be sufficient – is there a good day on your calendar? **What about the 20th at 2pm or the 22nd between 1 and 4pm?**

Thank you fo ul day.

Sincerely, Ch

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FIND CPI
(common points of interest)
Small talk
KNOW | LIKE | TRUST

“So, as you know I wanted to speak about ABC Charity today. What do you know about us?”

STORY TIME

your mission ≠
your story

story characteristics

- Compelling story about 1 PERSON, place or thing
- Rich detail (create a vivid picture)
- Brings up a SOLVABLE problem that your organization can fix

“How does your company like to support the community?”

“What types of causes do you support?”

ALIGNMENT?

“Can I follow up with some information on an upcoming opportunity that may be of interest to you?”

OUTDOOR
DESIGN & BUILD SHOW
THE INTERNATIONAL OUTDOOR TRADE SHOW FOR LANDSCAPING, INFRASTRUCTURE & URBAN DEVELOPMENT
SPONSORSHIP BROCHURE
www.theoutdoorshow.ae
STRATEGIC PARTNER

Considerations for Virtual / Hybrid Events

virtual event sponsorships

- Don’t downplay the opportunity / build excitement
- Don’t discount
- Use technology to provide even more value
- Make it a part of something bigger (year round partnership vs. one day sponsorship)

Structuring Win-Win Long Term Relationships

LOVE

Date May 21, 2021
1st Annual Mike Sacco
Golf Tournament for Autism
$ 13,133.56
Dollars

CULTURAL
ENRICHMENT
FUND
Date 4.29.14
Pay to the order of MARKET SQUARE CONCERTS
$ 8,756.87
EIGHT THOUSAND SEVEN HUNDRED FIFTY SIX AND 87/100 Dollars
For GENERAL OPERATING SUPPORT

LOVE

Board member visits & thanks each table

"We couldn't do the great work we do without YOU!"

post-event sponsor email

- Sent next weekday after the event
- “Thanks for sponsoring …”
- Event results
- What those funds will be used for
- Link to a video to learn more about that program

Thank you ...

The 3 Minute / 3 Sentence Thank You Note Formula

sentence 1 = what you saw / what happened

sentence 2 = the impact of what you saw on you or your organization

sentence 3 = what you appreciate about the person's role in what you saw

breakfast
CLUB
JAM
SESSION
FEATURING
MIA
ZOE
Discover
BROOKLYN
Prince St Station
Downtown & Brooklyn
N R
ALL ROADS
Lead To
MANHATTAN
We had an amazing view
from our boat tour!

invite them to a free engagement activity

the impact letter

(3-6 months post event)

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send them some business

SUPERCONNECTOR

ANNUAL UPDATE VISIT

MENU

Sample Sponsorship Menu (Corporate Partner Program)

Step 1 - Select Your Sponsorship & Marketing Opportunities *(optional)*

Golf Tournament

- ☐ Presenting Sponsor ($10,000)
- ☐ Major Sponsor ($5,000)
- ☐ Supporting Sponsor ($2,500)
- ☐ Hole Sponsor ($1,000)
- ☐ Foursome Sponsor ($500)

Annual Dinner

- ☐ Presenting Sponsor ($10,000)
- ☐ Major Sponsor ($5,000)
- ☐ Keynote Sponsor ($2,500)
- ☐ Entertainment Sponsor ($1,000)
- ☐ Table Sponsor ($500)

Step 2 - Select Your Charitable Support Level *(optional)*

Please indicate if you would like to support [organization] with a tax-deductible charitable contribution:

☐ *$2,500* ☐ *$1,000* ☐ *$500* ☐ *$250* ☐ *$100* ☐ *Other: $_____*

Total: $_____ (sponsorship/marketing opportunities + charitable support)

You will be r

Friend of [OR
Community F
Collaborating
Supporting P

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The fortune is in the follow up.

The End!

Fundraising
Toolkits

sponsorship toolkit

EDITABLE TEMPLATES

- Visit Request Email Templates
- Post Event Sponsor Email Template
- Impact Letter Template
- Sponsorship Menu / Corporate Partner Program Framework

OPTIMIZED SAMPLES

- Business Partnership Program
- Gala Sponsorship Brochure
- Golf Tournament Sponsorship Brochure
- Sports League Season Sponsorship Slide Deck
- Virtual Event Sponsorship Packet

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@fundraiserchad

productive
FUNDRAISING
with Chad Barger, CFRE

further learning

@fundraiserchad

7/27 @ 1pm (eastern)

questions

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