

Show Me The Money!

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The Solution

By The Numbers

Nonprofits and their corporate colleagues have a codependent relationship. Corporations provide nonprofits with financial support, and in return, nonprofits provide corporations with positive PR and a boost in business.

- 91% of global consumers are likely to switch brands to one associated with a good cause, given comparable price and quality
- 61% of consumers are willing to try a new brand, or one they've never heard of, because of its association with a particular cause
- 50% of global consumers said they would be willing to reward companies that give back to society by paying more for their goods and services

How To Add Sponsors

- YOU HAVE TO ASK THEM!
- Ask them at an event
- Watch other event programs
 - Look at the sponsor logos
- Grab the list of your members/area businesses and visit or call them
 - If you email them - DON'T MASS EMAIL THEM - it has to be personal
 - Include what problem you can solve for them with their sponsorship
- If they have a limit, break up the payments!

Focus on Five Key Areas

Brand Visibility

Corporate sponsors view sponsorship as a business arrangement - period.

- Sponsorship is a strategy to build brand recognition and increase sales
- They want their logo anywhere and everywhere
 - T-shirts, banners, signage, newsletters, print, web, social media, landing pages and email campaigns... just to name a few

Recognition

Corporate sponsors want to be recognized for their generosity

- Acknowledge them at events, at business after hours, in committee meetings, at ambassador meetings, even at board meetings
- Invite them for a private tour of your facility and/or take a tour of their facility and take photos for social media, etc.
- Place an ad in their industry trade publication to thank them for their generosity!!
- Ask your staff, ambassadors and board members to thank the sponsor on their individual social media platforms (share it)
- Give sponsors VIP tickets to your events / meet the speaker before the event

Metrics

When a company sponsors an event, they want to measure their return on investment. The most common metrics used to measure sponsorship ROI is to evaluate the amount of exposure the sponsor received throughout the campaign.

- Put together a comprehensive list of any marketing materials featuring their logo, and the number of impressions it received.
- Give examples of other businesses (in the same industry - if possible) that have banner ads on your website and print the metrics of how many clicks that banner received.
 - Membership Lunch ad | Run dates: May 1- May 31 | 4,000 impressions
 - Email blast | Sent on May 15 | 1,300 opens
 - Direct Mail | Mailed on May 20 | 1,000 recipients
 - Facebook Post | Posted on May 23 | 400 likes

Keep the Lines of Communication Open

Create a contract that details all the deliverables and lays out exactly where the sponsor can anticipate visibility. Put together a comprehensive list of any marketing materials featuring their logo, and the number of impressions it received.

- Always deliver what you've promised
- Start the relationship before you ask for money
- Nurture and build the relationship
- Stop by their place of business throughout the year
- Draw up a calendar of touch points

Get Creative

Your Sponsor/Investment Package is only a starting point

- Listen to their pain points
- Talk to them about their target clients - you may have an avenue to get them
- It may not be logo placement - it may be a VIP event
- The point is to listen, listen, listen... and really care

Say Thank You!

- Thank you card!
- Welcome Packet with promotional items
- Spotlights, blogs, website recognition
- Video Thank You's
- Give them a party
- Popping by to see you
 - Someone can sponsor the popcorn and logo the box
 - Other themes
- Anniversary Cards

Some Fun Ideas for Sponsorship

- Sponsor the charging station
 - \$2500 sponsor level
Your cost \$40
- Coffee Sponsor
- Breakfast Sponsor
- VIP Reception Sponsor
- Table Sponsors
- Room Sponsors
- Chairman's Circle Sponsors
- Large Employer Sponsor
- Perfect Parking Spot Sponsor
- Post-Its on the mirrors in conference attendee rooms
- Ice luge with Sponsor Logo
- Presenting Sponsor logo on a wall made of orchids
- Does the event venue have a pool? An inflatable logo
- Have a band at your event? Logo the drum kit
- Video Facebook Cover
- Games lounge Sponsor
- Branded promoters at events
- Give your largest sponsors mike time
- Sponsors introduce speakers
- Stair clings at events that showcase your sponsor logo
- Signature cocktails named after your sponsors
- Create a "leaderboard" banner stand that you can take to all of your events with your sponsor logos
- Allow sponsors to ask their target audience a question in your event follow up surveys
- Naming Rights
- Creative Sponsor Matching Opportunities
- Fitness Room Sponsor at large events
- Brand your staff with your sponsor logos at the receptions
- Photo booth with Sponsor logo on the pictures or frames
- The possibilities are endless...