

A photograph of four women standing in a room, each holding a brown Trader Joe's shopping bag. They are all smiling and looking at the camera. The bags have "Happy Thanksgiving" cards attached to them. The room has a yellow wall with many small framed pictures and a window on the left. A purple armchair is visible on the right.

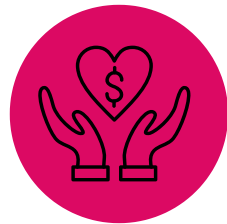
Good
Deeds
Day

YOUR PARTNERSHIPS GUIDE

WHO IS A PARTNER?



Someone whose product or service is needed for the event's success or with whom you collaborate with. Some examples are:



A non-profit or business who may contribute to hosting the event



A vendor (food, drinks, equipment, supplies, etc.)



Musicians & Artists



A person or business offering to help with promotion

WHAT IS THE DIFFERENCE BETWEEN A PARTNER AND A SPONSOR?



PARTNER

- **COLLABORATIVE PARTNER**– This would be someone who is working on putting on the event with you
- **GENERAL PARTNER**– This is anyone whom you work with to get all of the products and services you need for the event. They can donate or charge you.
- **PROMOTING PARTNER**– Someone who shows interest in your event and offers to help you promote the event.

SPONSOR

A sponsor selects a pre-defined "sponsorship level" that has an associated cost + list of benefits they will receive

Depending on what you need to run your event, you can allow a sponsor to give you the equivalent of the cost of a sponsorship level in product/service donation

SHOULD YOUR PARTNER BE A SPONSOR?

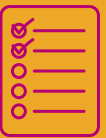
Your potential partner might want to donate and become a sponsor.

If they could fit into a sponsorship level, let them know.



FINANCIAL SUPPORT

Support in the form of cash to cover the costs of the event



IN-KIND DONATIONS

Products or services that are donated at no cost to benefit the event

- Paint is donated for a renovation project
- Someone designs your marketing for free
- A donation of 100 bikes for a bike drive

COME PREPARED TO THE MEETING

Information to prepare before contacting a potential partner:

- Who are you and what is your mission?
- What is your event and why did you decide on it?
- What impact do you want to create with the event?
 - This is still important to share if they turn out to be a sponsor
- Location, Date & Time of the event
- Number and types of people who will participate
- What exactly do you need from them and when?

FOLLOWING UP WITH A POTENTIAL PARTNER



You had a positive conversation with a potential sponsor.

Follow up with your conversation!

Send an overview of the details from your conversation.

- List the time, place, and your specific needs from them for the event
- Clearly layout any "actions" that either party needs to take
 - Example: "We will be waiting to hear back from you regarding tent sizes you will have available."
- State what the next steps are to move forward and who will be taking them
 - Example: You're talking to a musician and you tell them: "To move forward, we need to confirm how early in advance you can set up at the venue, and then we should be all set."
- Remind them of any dates or deadlines you discussed
 - Example: "Just as a reminder, the deadline to secure a permit for the event is on February 15, 2022. We also have to let the venue know if we will have a food truck by the following day."
- Any other questions or things up in the air should also be outlined



**Use the Outreach Tracker Template to track
your communications with all potential
sponsors.**



Once you have agreed to work together:

Make sure to get all deposit information, contracts, information about permits, and agreements upfront.

Keep in touch as the event becomes closer to make sure they are still on board!

AFTER THE EVENT:

Send your partners a personal message.

Include heart-warming stories, pictures, videos, and an impact report of what was accomplished from the event!

THANK YOU



Good!
Luck!



Have questions? Contact us at info@good-deeds-day.org