



Good
Deeds
Day

YOUR SPONSORSHIP GUIDE

SPONSORS

Someone (person or business) who supports an event by offering financial support or an in-kind donation.



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

SPONSORSHIP BENEFITS

What benefits can you offer your potential sponsors? Brainstorm things you could offer a sponsor in return for their donation.

Here are some examples:

- ☐ Feature them in all of your social media, marketing, and PR (Clarify # of mentions)
- ☐ Add their logo to your website
- ☐ Write a blog about them and your partnership
- ☐ Mention them in a press release in a local newspaper
- ☐ Add their logo to your Good Deed's Day t-shirt
- ☐ Print their logo on the signage at the event. Be creative, signs can be by specific things they sponsor. (ie. They can sponsor a chair at a blood drive, a hole at a golf tournament, etc.)
- ☐ Naming opportunities: (ie. Park project: they can sponsor a bench (name plaque on bench))

SPONSORSHIP LEVELS

Now that you have ideas for sponsor benefits, create a sponsorship program with different levels.

If you only need one sponsor, you will have one level. If you need to raise funds from multiple people/businesses you may need different levels.

TIPS:

- Ask yourself, "Is the benefit great enough between \$1500 and \$750 levels that someone would pay for the higher level?" Question this with all levels.
- Be as specific as possible about what you will offer so they know exactly what to expect

Example:

	Main Sponsorship Level	Secondary co-sponsors	Community Sponsor
	\$1000 (x1)	\$750 (x2)	\$250 (x2)
Logo on our website	✓ (large)	✓	✓
Logo on all marketing and promotional materials	✓ (large)	✓	✓
Co-branding on Good Deed's Day T-shirts	✓ (large)		
Certificate of Appreciation	✓	✓	✓
3 IG & FB stories, 1 post weekly for 5 weeks	✓		
1 blog post	✓		
Featured story in local newspaper	✓		
Naming opportunity: main park entrance plaque	✓		
Naming opportunity: (2) name plaques on benches		✓	
Opportunity to set up marketing table at the event	✓		

IDENTIFYING MOST LIKELY SPONSORS



PERSONAL CONNECTION:

Someone you know or can
get an introduction to

People and businesses are
approached all of the time. A
warm introduction will increase
your odds significantly.

MISSION ALIGNMENT:

Someone whose
interest/business relates
directly to the event or
the event outcome

For both personal and marketing
purposes, they can draw a
connection with the cause they
would be supporting

LOCAL COMMUNITY:

Someone who is from the
local community you are
serving

Your marketing that creates a
positive image for them will reach
their potential future customers
based on locality.

COME PREPARED TO THE MEETING

Information to prepare before contacting a potential sponsor:

- 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?
- Location, Date & Time of the event
- Number and types of people who will participate
- How will their sponsorship make this impact possible?
- Why did you choose them?
 - Try to connect their business/interests with your event or event outcomes
 - You can mention them being an established part of the community.
- What are you seeking? What sponsorship levels do you have (in general)?
 - Have documents ready to send in a follow-up email. Here is an example document.
- Research about the potential sponsor

USING RESEARCH TO CREATE A CONNECTION

The key to creating connection: Conversation

So if you don't know them, how do you begin a conversation?

- **GET THEM TALKING:** People make connections through sharing about themselves (this includes their business).
- **ASK GOOD QUESTIONS:** Direct the conversation where you want it to go by asking the right questions.
- **LISTEN:** You will get many cues about what is important to them by listening.
- **ADAPT:** Be ready to adjust the conversation to incorporate what is important to them while still making sure to achieve your goal.
- **SIMPLE RESEARCH:** Look at a person or business' website.
 - What about what their business can relate to your event or your cause?
 - Why would they care?
 - Have they supported things like this in the past?
 - Do they support community events?

BEST METHODS FOR CONTACTING POTENTIAL SPONSORS



IN-PERSON

If the person you need to speak with works somewhere accessible to the public, an in-person conversation is the best way to make a connection

VIDEO / PHONE CALLS

Second to in-person meetings, a video or phone calls give you more opportunity to engage and learn about your potential sponsor and create a connection

EMAILS / MESSAGES

The last resort is emails or messages on social media. Messages are easily ignored and you have no opportunity to create a connection. If you are messaging, start a conversation and try to schedule a meeting/call.

Messages should be short & conversational! Start with just a few quick sentences to spark their interest.

FOLLOWING UP WITH A POTENTIAL SPONSOR



**You had a positive conversation with a potential sponsor.
Follow up with your conversation!**

Send a thank-you email with a short presentation detailing the sponsorship opportunity.
Here is what you should be sure to include:

About the Event	Company Benefits	Sponsorship Opportunities	Target Outcomes	About your organization	Thank you & Contact
2-4 sentences Make sure to include "who, what, where, when, why and how" in your event description	Include 4-8 points of how the company would benefit from becoming a sponsor. <u>Here</u> are some examples.	A breakdown in the form of a chart showing what each sponsorship level would get them	What is the main goal of the event? How many participants? How much will you spend on promoting the event? How many posts and stories? What the expected media reach? Who are your current sponsoring partners? An overview of which levels you have available for sponsorships.	2-4 sentences Describe your organization's mission	Thank you Who can they contact to get involved?



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

AFTER THE EVENT:

Send your sponsors 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