



Making the Most of Local and Global Sponsorships

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Trends Impacting Sponsorships

1. A strategic partnership will be a must.
2. Increased competition from all types of organizations.
3. Social networking
4. Where the dollars are coming from.

Trends Impacting Sponsorships

5. Image, reputation, brand
6. Touching the customer/access to buyers
7. Multi-year commitments
8. Under promise and over-deliver
9. Other?

Assets Available for Sponsorships

- What specifically got sponsored last time:
 - the *event/item*
 - the *dollar amount*, and
 - the *why* (what’s in it for THEM)
- Will they “travel”

Whose Pitching Sponsorships?

- **What restrictions are there?
(tobacco, spirits, CSR)**
- **Are staff and volunteers
coordinating their efforts?**
- **Is sponsorship revenue figured
into budget regardless of venue?**

Key Questions to Ask

- What do we know about our members/those who attend the meeting?
- What non-traditional partners should we pursue?
- How can the local CVB, government, sister orgs help?

Share Your Best Sponsorship Story

- How was it different?
- Where did the idea come from?

What Have You Tried That Didn't Work

- **Why didn't it work?**
- **What did you learn?**
- **How do you evaluate whether to abandon that strategy or tweak it and try again?**