

# SPONSORSHIP COACHING



Sponsorships can help you take an event to newer heights but can feel intimidating when you are not sure where to start. Below you will find some helpful information regarding stewardship and research.

## WHAT IS SPONSORSHIP?

**Sponsorship Defined-** When an entity commits to providing resources or monetary support in exchange for predetermined benefits. **Ex:** Business A sponsors your event for \$- and will receive their logo on a yard sign at the event site on event day.

## TYPES OF SPONSORSHIP

- **Monetary:** Supports an event financially.
- **In-Kind:** Supports an event through provided goods and/or services.
- **Promotional:** Supports an event through advertising and promotion.

## WHO TO APPROACH?

The simplest place to start is locally with businesses and individuals in your personal network. This can include, but is not limited to, family, friends, employers, businesses you frequent, and groups you are involved in (church, support groups, athletic teams, social organizations, etc.) Communicate your goals and see if they would be interested in supporting your fundraising efforts. This can have a ripple effect when you invite your network to engage their networks.

## SPONSORSHIP PERKS\*\*

What types of recognition can you offer to your sponsors?

*Facebook posts, signage, an opportunity to speak at your event. The options are limitless. The most important pieces in creating benefits for the sponsors you approach is consistency, knowing who your audience is and how they relate to the potential sponsors you are approaching.*

## SPONSORSHIP TRACKING

Keep track of who you solicit and their level of interest. It will be beneficial to you to then keep track of when sponsors pay and help you ensure all committed sponsors are donating to your event.

## DELIVERABLE DISCLAIMER

Cure SMA is not liable for fulfilling sponsorship requirements on behalf of any DIY Fundraising event or host. Any agreed upon sponsorship terms must be delivered by the event organizer solely.

## SPONSORSHIP PITCH EXAMPLE

Hello \_\_\_\_\_,

I am hosting/ attending an event benefiting Cure SMA (Spinal Muscular Atrophy). (Mention more about event here)

SMA impacts the lives of thousands of people and Cure SMA is an irreplaceable resource. By providing services like care packages for newly diagnosed families, teens, and adults, local Summit of Strength programs, an equipment pool, and the Annual SMA Conference. I hope you will consider supporting my efforts by sponsoring our event.

**\*\*BENEFITS YOU CAN OFFER. \*\***

Best,

YOUR NAME