



# Event Management

## Sponsorship Fact Sheet

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Sponsorship is generally recognised as the purchase of rights and benefits associated with an entrant, event or organisation, which results in tangible benefits for the sponsoring company, such as image enhancement.

Sponsorship support can be of an event, organisation, individual, team, object, venue etc. Benefits offered to the sponsored group (or individual) by the sponsor can include:

- exclusivity
- image association
- hospitality for client entertainment
- product sampling at venues
- signage rights
- merchandising
- networking with people of importance
- media coverage
- publicity opportunities
- use of personalities for advertising and promotions
- retail or trade incentives to encourage your members to purchase the sponsors product

### Things to consider

When looking for sponsorship, consider the following:

- Determine how much funding is needed
- What can you offer the sponsor?  
(Tangible and intangible benefits)
- What are the benefits?
- Determine the sponsorship value
- Determine potential sponsors
- Write a proposal
- Plan the interview or presentation
- Will you need a formal agreement?
- Look after your sponsor
- Manage the relationship

## Top ten tips for sponsorship hunters

1. There is no such thing as free money. Sponsorship is not just about your needs - it is about the sponsor's objectives.
2. Sponsors do not have to love you. Sponsors do not need to share your passion for your cause in order to sponsor you. They just need to be able to see the commercial benefit.
3. Look for a good fit. Do your very best to gain sponsorship from companies or brands that seem a natural fit with your event or organisation.
4. It is a job for a team. Be sure your whole organisation understands why sponsorship is important to you and is prepared to treat your sponsors like marketing partners.
5. No logos. Sponsorships are more than sticking logos on everything. While you can offer to put logos where you want, also offer your sponsors far more substance.
6. Get in early. For your benefit, as well as the sponsors, start at least twelve months before an event if you are looking for any substantial sponsorship.
7. Get it in writing. Firm up all details of your arrangement in writing. That way neither party has any doubt as to what is included in the agreement.
8. Aim big. It is better to get a couple of big sponsors than lots of small ones if possible. There is less clutter for them, and less sponsor management for you.
9. Service the sponsors. Your job is not completed once your sponsor has given you a cheque. If you do not service sponsors properly, they will never give you another cent, will badmouth you – or worse, you could end up in court.
10. Check it out. Read a book or two, and start networking with people in the business. This is a very rewarding field, but it requires some very specific skills to be successful.