

SPONSORSHIP TIPS

Soliciting for sponsorship funds is very important to the success of any fundraiser. Consider reviewing your committee's personal contacts to see if there are any potential prospects.

Your sponsorship package should include the five Ws of communication:

- **Where** and **When** your event is?
- **Who** you are?
- **What** you are raising money for?
- **Why** you are requesting them to become a sponsor?
- And **How** they can contact you?

In your sponsorship package, consider the following:

- Exclusivity (the only specific industry sponsor at the event – e.g. BMW as the Luxury vehicle sponsor)
- Company logo included on selected promotional materials (i.e. Signage, invitation, event program, website, etc.)
- Complimentary tickets/registration
- Recognition by event emcee/speaker during opening remarks