

Meet Cambridge

Event Planners' Toolkit

Sponsorship Guidelines and Tips

Plan carefully...

Increasingly sponsorship of events and conferences is required to offset expenditure and keep registration fees as low as possible, but also consider engaging sponsors to help you increase engagement and raise awareness of your event through social media channels.

Attracting sponsors is a competitive business, so it's essential that you plan your sponsorship packages carefully before you begin to approach organisations. Packages have to be beneficial to the potential sponsor as well as your organisation. Essentially, they need to be more about the added value a sponsor will receive from you rather than cost. If a sponsor could potentially buy the product/service you're offering e.g. a dinner then what is the attraction for them to attend that dinner e.g. to give a speech.

Who to target...

Knowing who to target as a sponsor is key. Create a list, identifying key businesses and organisations that work in the same sphere as your organisation. Don't be afraid to think outside of the box, do you & your sponsor have the same target audience? Has your sponsor released a new product/service that could complement your event and its aims? For example, an allergy based meeting could be attractive to a food company that has an allergy free product.

Your proposal...

Make contact with your target list as soon as possible (and don't be afraid to look at previous partners). Be specific with details about the event include date, times, venue, numbers and delegate profiles, in your proposal. Be clear about what you want and what they can expect from sponsorship of your event. Don't forget to include a call to action for them and yourself e.g. 'for more information, please call...' and 'we will give you a call on dd/mm/yyyy to see if you have received our request and to ask for your thoughts'. Depending on how much sponsorship you require, it may be useful to create packages of different levels of benefits for different levels of support, pricing can then be adjusted according to the package and named accordingly i.e., Platinum, Gold, Silver etc. Do take into account that many sponsors will pay more for exclusivity.

Your proposal...

Decide what you need from your sponsors – do you need cash, or support with supplying services such as giveaways, publicity etc., communicate this carefully to your potential sponsors and this will help them to make an informed and quick decision.

Alternatively, you could approach sponsors to fund an element of the conferences such as a plenary session, a networking session or a gala dinner. Some sponsors may prefer to offer in kind support to cover transport, printing or a social activity. If your sponsor can't offer the full amount required, take what they can offer and over deliver. By doing this, you are nurturing the relationship and it could pay dividends for your next event.

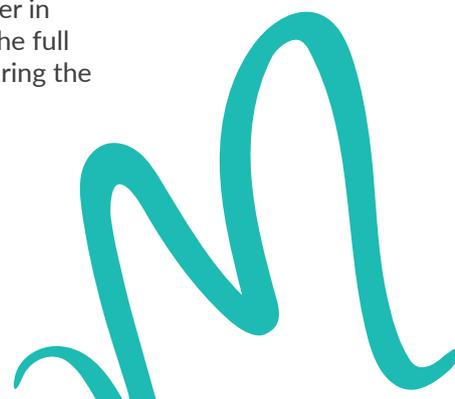
Meet Cambridge

12c King's Parade, Cambridge, CB2 1SJ

T: +44 (0) 1223 768740

E: enquiries@meet-cambridge.com

W: meet-cambridge.com



Meet Cambridge

Event Planners' Toolkit

Ideas for benefits you could offer...

- Guest blog on your website
- Naming rights e.g. an award, social event, workshop
- Access to your communities on your social media channels. For example, offer to promote the sponsor and your partnership through your Twitter feed. However, you should be specific, e.g. 'we have xx followers and with this package, we will tweet about our partnership & tag you in xy times in yy amount of time'
- Tickets to ancillary events
- Specific networking e.g. with student membership for potential employment
- Branding on:
 - conference programme/web site/promotional materials
 - signage, stage or welcome presentation
 - your email signature
 - delegate badges/bags/lanyards
- A link on the conference web site
- An exhibition booth
- Tickets for the conference/session or gala dinner (but be specific about what they would gain from that)
- Access to delegate data pre and post conference (subject to data protection laws)
- An opportunity to address delegates

Post event...

Don't forget to make your sponsorship measurable so that you can report back on your success, resulting reports can help you build your case when you approach sponsor for your next event.

Finally, deliver exactly what you promise (or over deliver as mentioned above) and don't forget to thank the sponsors post event as this will help you to gain support for your next event!

If you are planning an event and are looking for sponsorship, please do get in touch. We have a bank of contacts and resources to help you save time and money!

Meet Cambridge

12c King's Parade, Cambridge, CB2 1SJ

T: +44 (0) 1223 768740

E: enquiries@meet-cambridge.com

W: meet-cambridge.com

