

Sponsorship Tips

Soliciting for sponsorship funds is very important to the success of any fundraiser. When identifying sponsors, target businesses that are community driven with an interest in the type of participants your fundraiser is attracting. 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, and Why you are requesting them to become a sponsor.

In your sponsorship package, consider the following incentives:

- Exclusivity (the only specific industry sponsor at the event – e.g. Exclusive Gala Sponsor)
- Signage at the event
- Complimentary tickets/registration
- Product promotion at the event
- Company logo included on selected promotional materials (i.e. invitation, evening program, website)
- On-stage acknowledgement by event emcee/speaker



Sample Sponsorship Package

COVER PAGE:

(Event Name)

(Include logo if you have one)

Background Information:

Why are you hosting this event? What makes it unique?

The Need for your Support

What specific area are you supporting at Trillium Health Partners? Add as much detail as you can. Why are corporate sponsors important to the success of your event? Provide rationale.

Event Information

Include important details about your event (e.g. event type, date/time, location, food/beverages, entertainment, including any unique features that set your event apart from others that may be similar)

Marketing & Promotion

How are you going to promote your event? Are you going to be using a website? Social media? Print materials? If so, where will they be displayed? Are you reaching out to any media?

Benefits of Becoming a Sponsor

This is where you will list your different sponsorship opportunities. Make sure the value you are offering your sponsor aligns appropriately with the dollar amount you are asking for.



Sample Sponsorship Levels

SUGGESTED LEVELS OF SPONSORSHIP

(with suggested benefits):

Gold Sponsor: \$5,000

- Recognition award handed out at opening ceremony
- Option for a company representative to say a few words at the event
- Official Cheque Presentation photo opportunity
- Recognition on social media prior to and post-event
- Company name included in event media release as a sponsor
- Verbal announcement as a Gold Sponsor during speeches throughout event
- Includes free registration for a set number of participants (if applicable)
- Gold sponsor status recognition on all paid advertisements
- Onsite and print material recognition, including logo recognition

Silver Sponsor: \$2,500

- Recognition award handed out during opening ceremony
- Verbal announcement as a Silver Sponsor during speeches throughout event
- Includes free registrations for a set number of participants (if applicable)
- Silver sponsor status recognition on all paid advertisements
- Onsite and print material recognition, including logo recognition

Bronze Sponsor: \$1,000

- Verbal announcement as a Bronze Sponsor during speeches throughout event
- Bronze sponsor status recognition on all paid advertisement fundraisers
- Onsite and print material recognition, including logo recognition

Community Partner: \$500

- Verbal recognition at event and name listed on all printed materials

