

## *Elements of your Sponsorship Package*

### ■ Your Product Profile

- what your organisation/event is
- how long you have been in operation (provide an annual report)
- timing of your event (spring, summer...)
- one time event, a series, annually
- accredited affiliations
- mandate/objective of your organisation/event
- history of management
- outline of recent activities
- age and number of people involved
- rough budget
- organisational structure
- include recent positive media exposure, samples of other event brochures
- include any research on demographics - who watches/attends/follows/has interest in your event
  - \* this element is key to convincing a corporate sponsor that you can help them meet their business objectives because your activity can deliver them their key target group
- outline your sources of revenue

### ■ Outline Opportunities for Building Their Business

- outline each of the program elements of your activity that you have outlined as being relevant to meeting their corporate objectives
  - provide an example to how they might create a synergistic event marketing program to leverage their sponsorship to provide a solid return on their investment. (Review Sections 3 and 4 once again to remind you of the relevant components)
- Now find the appropriate corporate sponsor who has a need to reach your target audience to build their business, re-visit your sponsorship package to make sure the fit is right and **SELL YOUR PRODUCT.**