Event Sponsorship Solicitation Guide

Use this worksheet to prepare for soliciting sponsorship for your event. Provide the potential sponsor with the Event Information page when you meet with him/her.

Event:

Purpose of Event:

Target Audience (profile of the typical attendee):

Target # of attendees:

Brief Description of Event (can be copied from the Event Planning Worksheet):

How does this Event specifically connect with the Grand Vision (one of the Guiding Principles? Growth in Existing Infrastructure?)

Summary of Marketing Plan:

Reach of marketing efforts (estimated number of people who will see marketing for the event):

Research potential sponsors before you approach them. Complete the table below for each potential sponsor. This information will help you to craft your pitch and will help you to anticipate questions each sponsor will have.

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| --- | --- | --- | --- |
| Potential Sponsor  Organization |  | Best Contact for  Sponsorship Opportunities |  |
| *How does this event fit with the organization’s mission?* |  | | |
| *Why would the organization want to reach your target audience?* |  | | |
| *Does this organization limit sponsorship to certain target groups (i.e. Youth programs, Veterans, etc.)?* |  | | |
| *What is their history of sponsorship? What other events and projects have they sponsored recently?* |  | | |
| Pitch: |  | | |

Use the “Pitch” when you make a cold call with the organization. It will give them the very basic information, and will make the connection between the event and the organization’s goals, mission, or target audience. It should only be two or three sentences. Schedule an appointment to meet with the Contact to further discuss the sponsorship.

Event Information

Event Name:

Date:

Location:

Target Audience:

Target # of attendees:

Brief Description of Event:

Summary of Marketing Plan:

Reach of Marketing Efforts:

Sponsor Logo Placement:

Other Sponsor Activities:

* Welcome at the Event
* Booth
* Give-aways
* Hand-outs