

# SPONSORSHIP ACQUISITION



# SPONSORSHIP ACTIVATION

Getting sponsors for your event can help return more fundraising dollars towards your mission. So here are the key steps in acquiring new sponsors, cultivating your relationship, and fulfilling the terms of your sponsorship agreements.

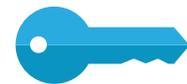
## ACQUISITION PHASE



This phase includes everything that happens before you and your sponsors sign on the dotted line.



Acquisition includes prospecting, research, initial meetings, benefit brainstorms, proposals, pitches, negotiation and contract writing.



Whether the sponsorship includes cash, marketing trade or product trade, it has a direct impact on the bottom line for your event. This is key to your event's health and sustainability.

## ACTIVATION PHASE



Your relationship with your sponsor deepens as you collect the information you need to execute your sponsorship.



You'll execute the pre-event benefits you promised to your sponsor, such as online, email or social media promotion, logo placement or co-branding.



Leading up to event day, you'll guide your sponsors through setup, implementation and teardown of their on-event presence.



After the event, you'll debrief and talk about how to make next year even better.



The renewal process for next year starts the moment this year's contract is signed. Though your event may give your sponsors incredible exposure, if acquisition and activation have been a painful process, then the renewal process will be a much harder (potentially impossible) sell.

## What is the key to successful Sponsorship Activation?



Set expectations for your event's pre-event, on-event and post-event sponsorship experience.



Utilize a consistent and thorough system when requesting information from sponsors.



Prep your sponsors with on-event logistics information.



Provide your staff with information on sponsors and key players.



On-event engagement is a priority.



Recap the event with your sponsors while the excitement is fresh.



Thank your sponsors!