

## SOUND



Welcome and engage tent goers! Event sponsorships are a unique opportunity to build a 1-1 relationship with every event attendee at your tent—maximize every interaction!

# EVENT SPONSORSHIP

For the most impactful peer-to-peer fundraising event sponsorship activation, **ACTIVATE** your five senses.

## SIGHT



Clear, eye-catching signage is crucial to drawing participants, volunteers, and spectators to your tent.

## TASTE



Think outside the box and provide a tasty treat to event participants at your tent! Don't forget to work with your hosts to ensure all food safety rules are followed.

## TOUCH



Instead of a paper flyer, provide memorable branded giveaway items that engage tent go-ers long after the event. You can also have an interactive element at your tent that provides a tactile experience for event attendees.

**COME SAY HELLO!**

## SMELL



Take “taste” to the next level and hire a food truck or restaurant to distribute local bites from your tent! The smell of the fare will help attract new attendees to your tent where they can then be engaged by your team.

By utilizing all of the five senses, your sponsorship activation will stand out from the rest and advance your business' goals and place in the community.