

Corporate Sponsorship Conversation Starters

What are the benefits of sponsorship and recognition policies?

- Provide a framework to evaluate potential sponsors
- Defines parameters for negotiation

What are the benefits of having defined corporate sponsorship levels?

- Identifies what visibility, engagement and benefits a sponsor will receive
- Ensures comparable and consistent benefits and recognition at specific sponsorship levels

How to create a strong corporate proposal

- Have conversations with the prospective funder, get them excited about your campaign and the opportunities for involvement
- Submit a concept paper or initial proposal as a first step to further discussion
- Talk mission, but also talk return – what will your funder receive for their investment?
- Avoid TBDs in final proposals, provide specific and detailed benefits

Avoid chasing corporate sponsorship \$\$

- Find like-minded businesses to partner with – those that elevate your brand, while you elevate theirs
- Have an ongoing list of available funding opportunities for prospective corporate supporters
- Avoid creating a new exhibit, program or event based solely on a corporate sponsor's interest (we've all been tempted to do it), instead try to find alignment within your existing opportunities