

Sponsor Incentives

Sponsorship revenue can be significant - sometimes surpassing all other forms of revenue. But your sponsors want something in return: usually advertising. When your incentives are good for your potential sponsors, you will have the confidence to contact companies, and companies will have a reason to give you cash. Here are some incentives to compel a company to sponsor your event.

Before the event:

- Display logo and link from your website
- An ad in the newsletter
- Recognition and link on Facebook
- Recognition and link on Twitter
- Logo on invitation or insert inside invitation
- Tickets to the event
- Table at the event

During your event:

- Silent auction pens with sponsor's logo
- Name and/or logo listed in the printed program
- Ad in the printed program
- Signage at the event
- Name announced during dinner
- Logo on the back of the bid cards
- Allow sponsor to set up a display at the event
- Allow sponsor to sell something at the event
- Logo displayed on a big screen during dinner (PowerPoint)
- Logo displayed on a flat screen TV at the silent auction
- Logo on the back of the bid cards
- Complimentary stay at the gala's hotel
- Free drinks or extra coupons for drinks
- Free parking or a reserved parking spot
- Allow sponsor to give a one-minute speech
- Special seating near the stage
- A special gift at the gala
- Allow sponsors to put something in guests' gift bags
- Tickets to the VIP private reception

Will give verbal recognition as a sponsor for one of the following:

- The whole event (it does happen)
- Pre-gala golf tournament, concert, etc.
- VIP private reception
- Silent auction
- Drawing
- Drinks, appetizers, or dinner
- Live Auction

After your event:

- An ad in your newsletter
- Framed certificate of appreciation to display in a public area
- Benefit from your mailing list

Sponsorship Levels of Recognition - Example**Emerald**

- \$650 - \$1,499
- Seating for 4
- Name listed in program
- Framed certificate

Bronze

- \$1,500 - \$2,999
- *Same as Emerald plus...*
- ¼ page ad in the program

Silver

- \$3,000 - \$4,999
- *Same as Emerald plus...*
- ½ page ad in program
- “Brought to you by” announcement **Gold**
- \$5,000 - \$9,999
- *Same as Silver plus...*
- 2' x 5' banner

Platinum

- \$10,000 - \$24,999
- *Same as gold plus...*
- Listed as Platinum Sponsor on all printed materials
- Additional seating for 6 (1 table of 10)
- ¼ page ad in our newsletter

Diamond

- \$25,000 - \$50,000
- *Same as Platinum plus...*
- revolving slides
- link from our website for a year
- access to our mailing list