



Fundraising Event Management

with Michelle French

Event Sponsors



Thank you



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Why Donors Give

Giving USA™ Highlights

- Americans gave **\$335.17 Billion** in 2013
- Where the money came from in 2013:
 - **72%** was individual giving
 - **8%** Bequests
 - **15%** Foundations
 - **5%** Corporations





What Elements Can Be Sponsored?

Types of Sponsorship

- In-Kind
 - Reduce event expenses
- Underwriting
 - Cover event expenses
- CASH

Elements That Can Be Given In-Kind



Media



Product

Elements That Can Be Underwritten

- Invitations
- Floral
- Entertainment
- Budget Line Items

Elements That Can Be Given In-Kind

- Guest Gift
- Opportunity Drawing
- Auction Items

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Sponsorship

Presented by



Think!Sponsorship



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A Sponsor Packet That Sells

Sponsorship Packets That Sell

- Tool to Open the Door
- About the Organization
 - Mission
 - Impact Numbers
 - Direct impact of the funds of the event
- About the Honoree
- List of the BOD and Committee
- Sponsorship Levels with Benefits



Sponsorship Packets That Sell

- Additional Underwriting Opportunities Page
- Program Ad Space Form
- Sponsorship Reservation Form
- Commitment to Follow-up



A Successful Pitch



The Right Relationship

+



Convey the Organizations Impact

+



The Sponsors Benefit

To Whom Is Your TEAM Presenting

- Business Contacts
- Vendors
- Honoree Contacts
- Organizational Contacts



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The Sponsors
Benefit

Why Do Companies Sponsor?

- Create Awareness
- Aligns with their Corporate Mission, Vision and Values



Wells Fargo

- News Release, February 2014
- Wells Fargo contributed \$275.5 million to 18,500 nonprofits in 2013

“From day one, Wells Fargo has been committed to helping build strong communities. It’s a commitment that’s core to our company’s vision and values,” said Chairman and CEO John Stumpf. “Our business, our economy, and our country cannot be strong unless our communities are. These are the communities where our customers and our team members live, work, and do business.”

Why Do Companies Sponsor?

- Create Awareness
- Aligns with their Corporate Mission, Vision and Values
- Increases Good Will
- Reinforce their Image
- Increase Brand Loyalty
- Stimulate Sales

Delivering Value to Sponsors



How can your event demonstrate that it delivers on those objectives

- Attendance Numbers with Demographics
- Organization's Brand = High Equity
- Understanding the Brand
- Communicate the Impact
- Unique Engagement Opportunities

Sponsor Benefits



- Overall Naming Rights
- Naming Rights for an Award
- Preferred Supplier
- Exclusivity
- On-site Demo or Feature Product
- Logos on event staff uniforms
- Introductions to VIP's / Talent
- Hospitality Event Sponsor
- Use of Database

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- Guest Gift
- Opportunity