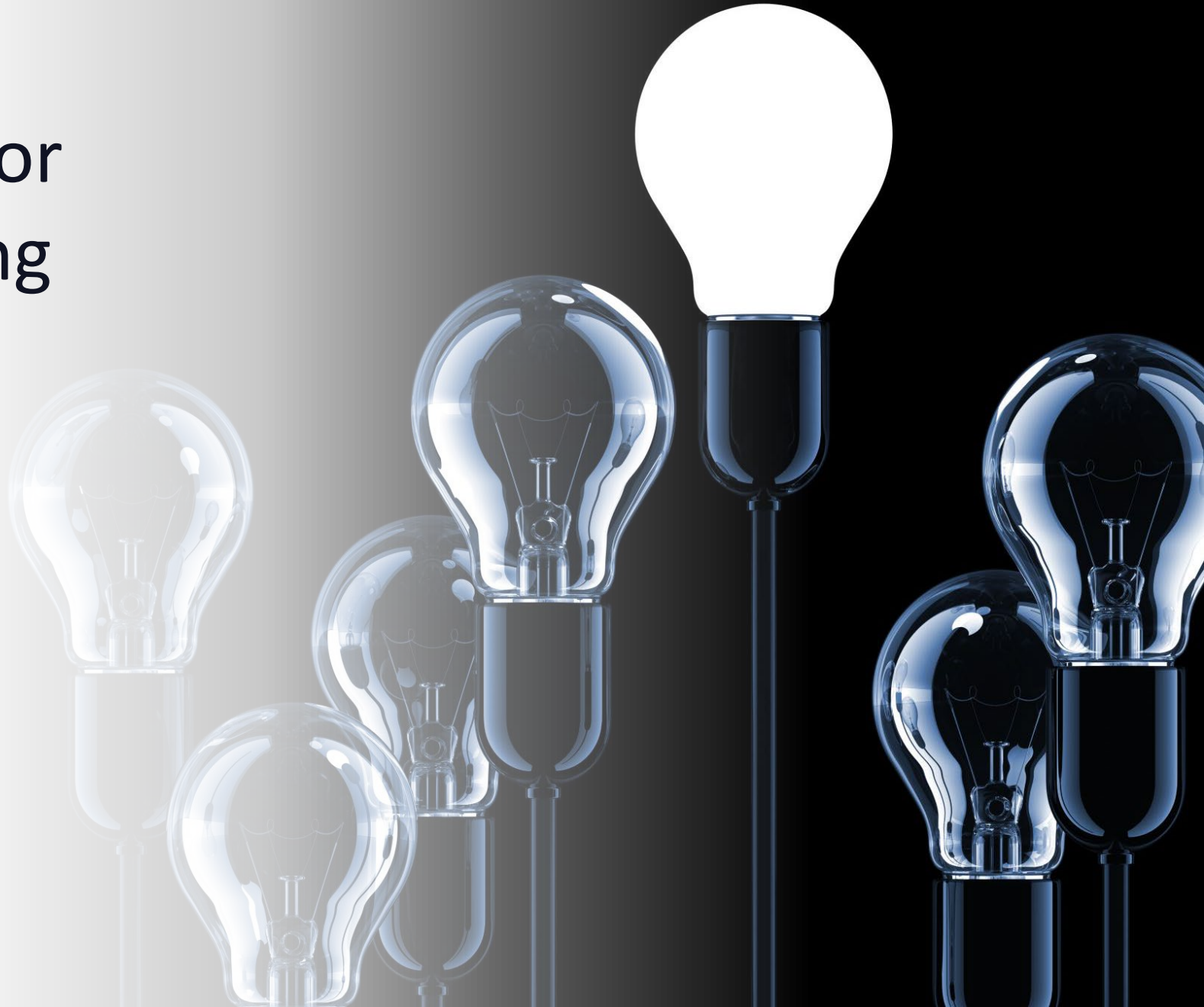




Tips/Best Practices for Gaining and Retaining Event Sponsors



Tips for Gaining

Pray first – it's foundational! It's easy to jump into action without first seeking guidance and wisdom from the Lord but focus on prayer first and rally your leadership team and team leaders to pray with you for the event and event sponsors.

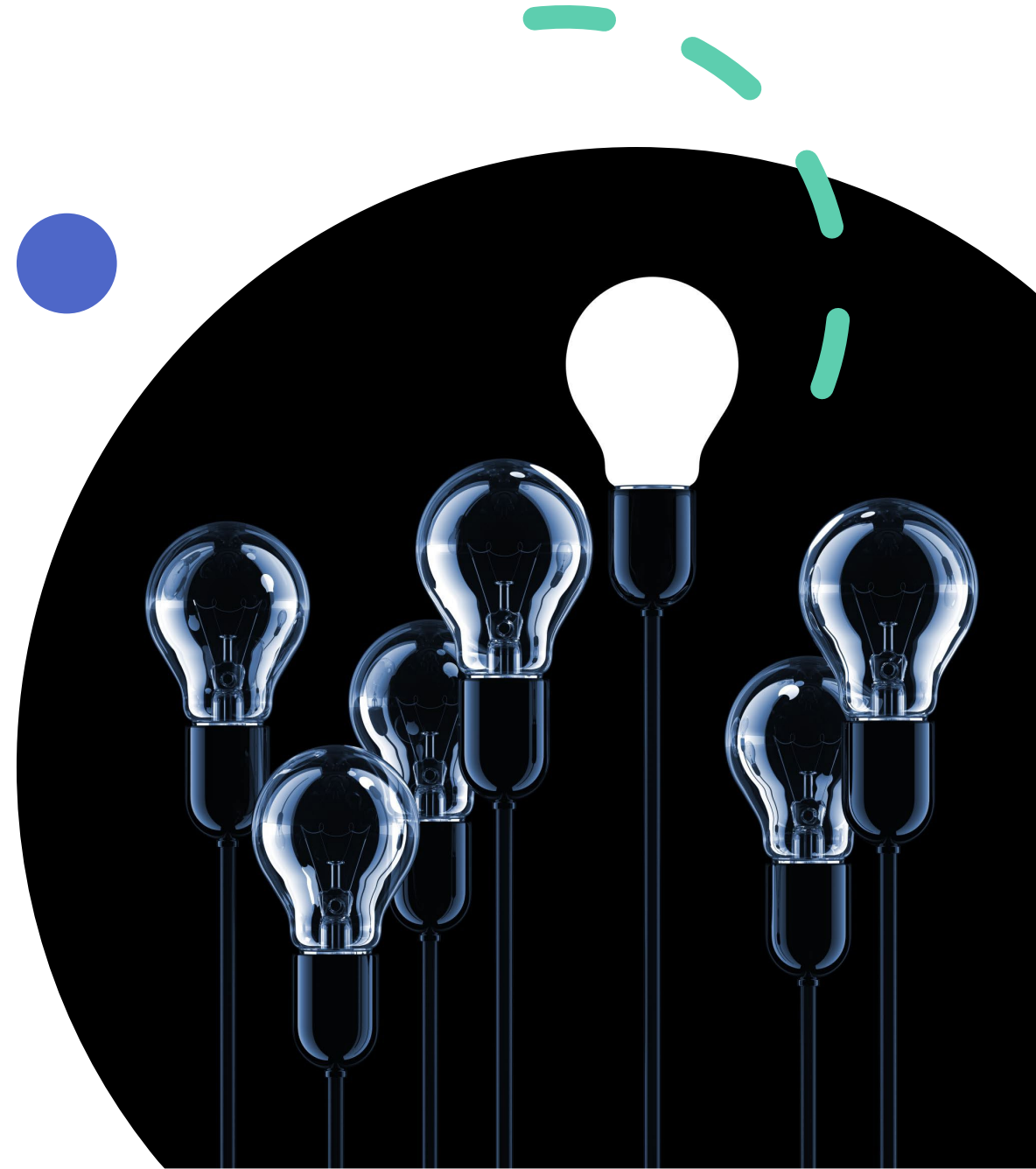
Begin with those who are **already engaged** in the ministry (team leaders, young professionals, network members, Pauls, area leadership team) If their company can not be a sponsor, they have connections with whom they could engage in conversation – equip them and encourage them to be your event ambassadors!

Reach out to **prior event sponsors**, even if they've skipped a year; provide incentive such as a discount for their continued participation and support.

Go to **area businesses and churches** to introduce yourself and the ministry and build/foster a **relationship** – in time, they can become partners in community engagement and may consider sponsorship (even if they don't sponsor, it could boost event attendance) Make sure to communicate the mission and vision of CBMC – it is something to get behind and support!

Tap into the event **speaker** and his/her network.

Attend other **community events** to network and checkout the sponsors of those events.



Utilize your website to draw attention to your sponsors

Add the sponsor's company name/images/links on as many marketing materials and platforms as possible (website, social media, event registration page, etc.). This is a great way to recognize and thank sponsors.

Foster a Working Relationship with your sponsors

Stay in touch with your sponsors throughout the year; invite them to trainings and other ministry opportunities.

The screenshot displays the CBMC Lincoln Golf Classic website. The header includes the CBMC logo and navigation links: ABOUT, EVENTS, GOLF CLASSIC, RESOURCES, TEAMS, GIVE, and BLOG. Below the header, there are two photographs: one of a man in a purple shirt speaking at a podium, and another of a man in a green shirt. To the right of these photos is a paragraph of text: "Below is a list of 2021 sponsors thus far and more are being added each week! The CBMC Golf Classic would not be possible without the generous support from these companies and individuals. Sponsorships of various levels are available to businesses and individuals to help impact the Lincoln community by supporting the ministry of CBMC. Sponsors also receive visibility for their business and excellent exposure as a supporter of the event and the community. We are very thankful for their support and encourage you to acknowledge your appreciation by checking out the products and services they provide." Below this text is a link: "A Big Thank You to our 2021 Golf Classic Sponsors!". The main content area features a "Platinum Sponsor" section with a photo of the Energy Pro Electric team and their logo. Below this is a "Silver Sponsors" section featuring the RBC Wealth Management logo and the text "The McEwen Group". At the bottom of the sponsor list is a "Signature Tee Box / Hole Sponsors" section featuring the Stephens & Smith Construction logo. On the right side of the website, there is a "Register" button and a list of links: "Additional Details:", "2021 Golf Classic Home", "2021 Sponsorships", "2021 Sponsors", "Location & Schedule", "2020 Sponsors", and "2020 Auction and Raffle Item Donors".

Platinum Sponsor

Energy Pro Electric
(402) 817-1400 | Contact@energyproelectric.com

Silver Sponsors

Wealth Management
The McEwen Group
A division of RBC Capital Markets, LLC. Member NYSE/FINRA/SIPC.

Signature Tee Box / Hole Sponsors

STEPHENS & SMITH
CONSTRUCTION

Tips for Retaining *as shared by CBMC Lincoln*

CBMC Lincoln uses multiple ways to make sure their sponsors get the most out of their partnership.

Here are a few things they do:

- Highlight sponsors in marketing materials to recognize and thank their sponsors
- Use multiple platforms to cross-promote on social media, offering extra publicity and recognition
- Feature their sponsors at the event
- Provide various opportunities for the sponsors to set up a banner or company table or hand out 'sponsor swag' a.k.a goodie/swag bags
- Give sponsors multiple opportunities (sponsorship levels) to choose from, ranging from \$95 - \$2000+
- Send personalized thank you notes to all sponsors.

Sponsors feel appreciated and come back year after year!



Social Media Platforms
are powerful
marketing tools that
drive 25% of traffic to
event ticketing and
registration pages

Utilize your social media platforms to
highlight your event sponsors

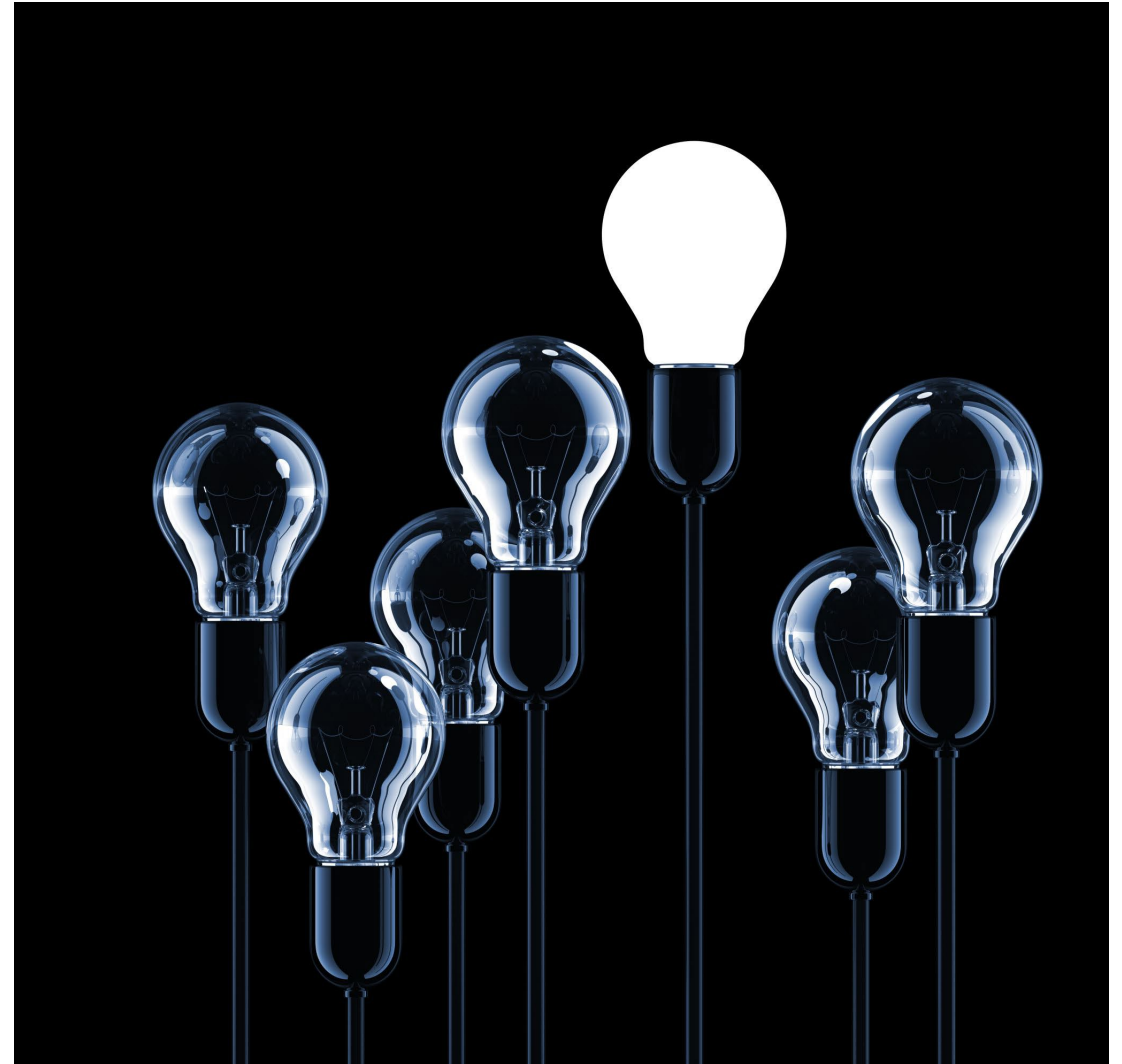
Here's an example of a CBMC area utilizing their Facebook page to thank an event sponsor.
(notice they added the donor's name and contact information, website, and logo)



Leverage resources available to you as an event organizer

Create a **sponsorship flyer**. Flyers are a great way to communicate the sponsorship levels, the perks, and the 'why' of sponsoring. Equip your leadership team and team leaders with flyers to share with potential sponsors. Flyers can easily be added to marketing emails and a link to your event flyer can also be added to social media postings and on the event registration page.

Why recreate the wheel? Get event sponsorship ideas from other CBMC areas by following this link [HERE](#).





Summary

Gaining Event Sponsors

- Pray first and rally your team to pray with you
- Encourage those who are already engaged in CBMC to be ambassadors for the event and to share sponsorship opportunities with those in their network
- Create sponsorship flyer to equip your event ambassadors with sponsorship details – flyers can be shared as attachments on marketing emails and links to the flyers can be added to event registration page and social media postings

Retaining Event Sponsors

- Utilize your social media platforms and CBMC website to highlight your event sponsors
- Utilize marketing materials to bring attention to your sponsors and show appreciation for their support
- Foster a Working Relationship with your sponsors
- Ensure you communicate the mission and vision of CBMC to your sponsors
- Send personalized thank you cards following event

The background of the slide features a collection of light bulbs. One bulb at the top center is illuminated, appearing as a bright white circle. Below and around it are several other bulbs, which are dimmed and appear in shades of blue and grey. The bulbs are arranged in a way that suggests a hierarchy or a central idea being supported by others.

Thank you! We pray these tips
and shared best practices help
you gain and retain event
sponsorships year after year