

# Sponsorship Package 2018

Event Date/ Time

A • W • E • S • O • M • E

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**LOGO**

# About the Event

- Tell us about the event
- Include past event photos to showcase what you do
- Share past success with your event
- What are past attendees saying about your event?
- What makes your nonprofit different?

# Attendee Profile



## ATTENDEES

Who are your people?

Where do they live?

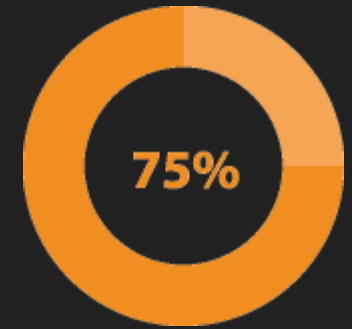
What do they do?

What is their income average?



What do your attendees say about your event?

What do they say about your cause?



What percentage is male vs. female

Identify the age demographic

What else do you know about your attendees?

# Organizational Info

1

Give us details about who you are as an organization.

2

What is your mission?

What are your values?

3

What causes do you serve?

How do you serve them?

What programs do you facilitate?

4

Tell a positive story that happened because of you.

# Event Features for this Year

Describe the event

Gala | Conference | Yoga Classes | Cocktail Reception

What is your schedule?

Will dinner be served or heavy appetizers?

What are other features of your event?

Will you be recognizing people through awards? Will there be opportunity for networking?

# Marketing Benefits

1

Describe your marketing reach here

Sponsors want to know their total reach by marketing with you.

Think about opportunities outside of your actual event

2

Identify social media outlets

Look up Facebook statistics for details on who is paying attention to you

3

Identify website demographics

Do you offer clicks throughs on your website?

Do you have an event page on your website?

4

How many people are on your email list

How often do you send your newsletter

What is your open rate?

# Sponsorship Packages Levels

10k

Exclusivity  
Advertising  
Marketing  
Tickets  
Onsite opportunities  
Accessibility

7.5k

Advertising  
Marketing  
Tickets  
Onsite Opportunities  
Accessibility

5k

Advertising  
Marketing  
Onsite Opportunities  
Tickets

2.5k

Advertising  
Marketing  
Onsite Opportunities  
Tickets

# Contact Page

Include Event Website

Contact Person –  
with headshot

- Email Address
- Phone Number
- Address