

# DEEP DIVE:

## EVENT SPONSORSHIPS

1331  
EVENTS

Considering securing sponsors for your event? A sponsored event comes with some significant benefits:

- **Offsets your event costs**
- **Boosts your event's image**
- **Creates valuable networking opportunities**
- **Allows you to leverage sponsors' industry insights and expertise**

But as with all things events, it's not as straightforward as it might seem.

*When? Who? What? Where? How? Why?*

Read on to review these critical questions and outline the best sponsorship roadmap for your next event.



### TESTIMONIALS

from past event sponsors:

"Thank you for excellent hosting of the event. Loved it as always and got a healthy number of leads while also enjoying myself."

MD, GRAVITAAS

"It was a super event. It certainly puts us on the map with UK retailers."

MD, ECONOCOM

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### WHEN?

#### Sponsor Benefits & Timing

**Pre-event & post-event benefits:**

Offer sponsors opportunities like pre-event communications or post-event lead capture for continued networking.

**Varied recognition:**

Diversify sponsor recognition by aligning them with specific event functions. For a full-day conference, allocate sponsors for lunch, dinner, or presentations to give them exclusive moments.

**When to secure sponsorships:**

Balancing delegate registration and early sponsor engagement is key. Give sponsors insight into delegate data while ensuring you secure them early to maximise value.

### WHO?

#### Who to Invite & Quantity

Start by defining your event's purpose and the key takeaways for delegates. Research the key players in the field who can provide solutions to their challenges. If your event promotes your company as the ultimate solution, also consider complementary partners like technology, leasing, or banking companies.

When considering sponsors for your event, it's crucial to strike the right balance. Aim for a 20% sponsor to 80% delegate ratio. Never have more sponsor attendees than delegates.

### WHAT?

#### Sponsorship Pricing & Engagement

**Determine pricing:**

Research similar industry events to establish competitive pricing. Consider the financial capacity of potential sponsors, value, your costs, and delegate quality.

**Tiered packages:**

Offer different tiers to cater to various company sizes and budgets. Provide higher investment options for larger companies while ensuring affordability for smaller, less established ones.

**Engaging sponsors:**

Prepare a document outlining event details, benefits, and costs. Share this with them, and be available for enquiries. Have a contract ready for when they express interest.

### WHY?

#### Your Reasons to Secure Sponsors

If your goal with offering sponsorships is just focused on recovering your costs, this often forecasts a less than stellar event outcome. Having sponsors at your event should be intentional - their presence should contribute to the event in a constructive way, adding to delegates' experience. Sponsors should not detract from the event experience, nor should they seem out of place or irrelevant to the aims of the event.

### WHERE?

#### Sponsor Presence on the Day

You want to be careful with how much presence sponsors have during the course of the event. While sponsors at an event can be a draw for some delegates, most will still be a little put off by the idea that they're being sold to, or pitched to constantly, particularly if they are at your event to learn and share ideas and insights openly and honestly with industry colleagues.

Make sure the spotlight stays on your event's goals while supporting sponsors' goals - not the other way around.

### HOW?

#### Tailoring Sponsorship Packages

To attract sponsors, consider their business goals. Less known entities might seek brand awareness through digital advertising, social media promotion, and on-site branding. Established companies aim to connect with potential clients; offer intimate networking options like private receptions. Thought leadership needs? Provide presentation slots. Get creative with attractive packages to maximise sales.