



Sponsorships

Restructuring your program around relationships rather than advertising.

25 YEARS



Rethink your approach

From	To
• Underwriting the event	• Raising funds
• Buying ad space	• Supporting downtown
• Asking for money	• Being a partner

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The Big Idea

Think holistically

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Planning is key

- Inventory all of your opportunities
- Rank them
- Assign each tier a value
- Inventory all of your sponsors
- Add up each sponsors yearly totals
- Make up a yearly plan

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Reset #1

It's not about how much you bring in each event.

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It's how much you raise over the entire year.

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The Yearly Plan

- First year – three options:
 - Keep their cost similar to what they are currently spending.
 - Then give them an option 20% higher.
 - And one 20% lower.
- Offer what they got last year.
- Add a few extras – because they are “good partners of downtown.”



Reset #2: The Language

**It’s about your
downtown– not
singular events.**



The Yearly Plan

- Make sure to schedule a meeting well in advance.
- Tell them you want to consolidate their sponsorships.
- Have one meeting for the whole year – save them time.
- Get the right person to have the discussion.
- Butter them up - “Because you have been a good supporter of Main Street Radford...”



Reset #3

You no longer have sponsors – You have partners.

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Multi year option

- If you are offering \$3500/yr
–Offer 3 years for \$7,500.
- You aren't losing \$1500.
- You are trading value for time.
- Sell 2 more packages for \$7500 (or more) and you make an extra\$13,500 (or more) over those 3 years.

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How to say “Thank You”

- The contract is the beginning of your relationship, not the end.
- Ways to say “Thanks...”
- Give them more than they expect.

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