

Would you like sponsorship for your upcoming event?

Securing sponsorship is all about planning – here are some ways to plan your event and get noticed by CUPA–HR Corporate Partners!

1. Review Sample Sponsorship Solicitation and Prospectus Forms

- a. Compare other chapters' sponsorship prospectuses and reservation forms
- b. Use these files to form ideas for your own prospectus and forms

2. Calculate the amount needed to cover your event costs

a. OPTION A

- i. Step 1 – Calculate total cost per person for the conference
 1. Include venue fees, meal costs, materials/supplies, speakers, etc
 2. Divide the total cost by the number of expected attendees
- ii. Step 2 – Decide how much you will charge each attendee for registration and subtract that from the total cost per person
- iii. Step 3 – Offer general sponsorships with generalized benefits. You can include different levels of sponsorships

b. OPTION B

- i. Step 1 – Decide which events require sponsorship: venue fees, meals, breaks, etc
- ii. Step 2 – Create a sponsorship prospectus that details the sponsorship level required for each cost
 1. Ex: Keynote speaker sponsorship \$400 (2 available), lunch sponsorship \$600 (1 available), break sponsorship \$250 (2 available)
 2. Be sure to list the benefits of each sponsorship. Ex: Lunch sponsor receives logo on all napkins and five minutes to speak at lunch; break sponsors receive logo on place-cards at tables.

3. Decide what benefits the sponsors will receive for their sponsorship

- a. Different levels of sponsorship means different levels of benefits. Examples:
 - i. A “Gold” sponsor who donates \$1,000 might receive the following benefits: their logo on the agenda, one booth or table to provide information to attendees, and a speaking opportunity at lunch (maximum 5 minutes)
 - ii. A “Silver” sponsor who donates \$500 might receive the following benefits: their logo on the agenda and one booth or table to provide information to attendees
 - iii. A “Bronze” sponsor who donates \$200 might receive the following benefits: their logo on the agenda
 - iv. The sponsorship prospectus examples located in the Chapter Leader Toolkit provide wonderful examples of sponsor benefit tiers!
- b. Keep in mind that sponsors very much want to attend your event; however, they must also be able to justify these expenses! Your sponsorship prospectus allows them to show what the value of their sponsorship.

4. Create a sponsorship prospectus for your event or for the upcoming year

- a. This will allow corporate sponsors to easily identify their desired level of sponsorship
- b. Keep the amounts of sponsorship reasonable. If only 35 people attend your chapter event, we recommend not charging more than \$750 for your highest level. If your event has 100 or more attendees, keep levels at or below \$1,500.
- c. Consider a sponsorship prospectus that combines all of the year's events into one document. This way they can plan their funding accordingly and you won't need to keep coming back to the sponsors to ask for more money every few months.
- d. Keep in mind that most corporate partners operate on a calendar year (January–December), so be sure to ask for funds for your events as early as possible once your new year begins (generally a chapter operates from July–June).

5. Update your website with the upcoming event and corporate partnership information.

6. Submit a Chapter Event Alert Form located in the toolkit. We will post your event in our Calendar of Events and on your region home page.

7. Once you've secured sponsors, manage the relationship by:

- a. Sending an invoice and a thank you note
- b. Following through on the deliverables mentioned in the sponsorship prospectus
- c. Communicating registration and hotel booking instructions to sponsors
- d. Providing additional instruction. For example, do they need to arrive early to set up or when will they be addressing the audience/for how long?
- e. Checking in with corporate partners on the day of the event to thank them and see if they need anything.

Questions? Contact memberservice@cupahr.org