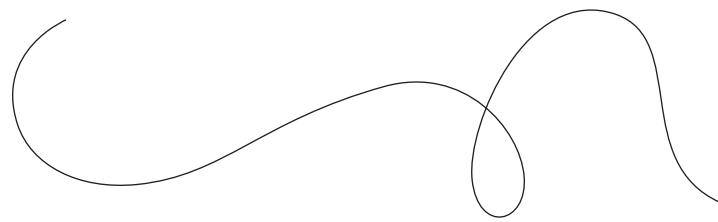


The strategic event sponsorship handbook



Unlock success with strategies for overcoming challenges, crafting sponsorship packages, and proving sponsor ROI.

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Introduction

In today's cost-conscious business environment, event sponsorships play a significant role in powering events and financing event strategies. Yet as event teams are increasingly being forced [to do more with less](#), many sponsors are similarly facing budget challenges and subsequently tightening their belts.

Even still, events are one of the most effective and impactful marketing channels. In fact, 80.4% of event organizers say in-person events are the most impactful marketing channel of their organization and 69.7% of attendees say in-person B2B conferences offer the best opportunity to learn about new products or services.

If you want to accelerate your event strategy in 2024, it's time to prioritize event sponsorship and get creative with your approach to locking down sponsors. Not only can event sponsors make it easier to finance your event, but they can also help you expand your marketing reach and attract more attendees by lending credibility and demonstrating your brand's relevancy.

In this guide, we'll walk you through the ins and outs of event sponsorship, including trends and opportunities, challenges, how to design compelling sponsorship packages, creative ideas for [boosting ROI and retention](#), a worksheet and template, and more. Let's dive in!

01

The event sponsorship landscape:

Trends and opportunities

The event sponsorship landscape is continuously evolving and shaped by shifting industry trends, technological advancements, and changing business and consumer behaviors. Here are some insights into the event sponsorship landscape that have helped shape this guide:

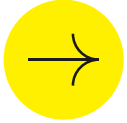
- **Diversification of sponsorship opportunities**

Today's sponsors are presented with many opportunities beyond traditional branding. These include digital sponsorships, virtual event engagements, and influencer collaborations. The landscape has expanded to encompass diverse touchpoints for brand visibility.

- **More data-driven decision-making**

Sponsors now demand accurate data on attendee engagement, lead generation, and brand exposure. Analytics and tracking tools have become integral for event organizers looking to provide sponsors with comprehensive ROI tracking and reporting.





“Back in the day, sponsors wanted stage time. Now, being able to help a sponsor use their booth in a meaningful way — so attendees are rushing to their booths — has been one of our big wins. One of the things that we really lean into is that we support our sponsors in a similar way that we support our speakers, which is that we give them data on what our attendees have asked to hear about this year specifically.”

Arianna Black, *Director of Events and Digital Experiences*, Women In Product

- **Opportunities for sponsorship activations**

Beyond logo placement, sponsors now seek immersive, experiential, and interactive activations that create lasting impressions. For example, let's say you want a leading cybersecurity company to sponsor your tech conference. You could suggest a sponsored “Hackers Challenge” booth where attendees can test their cybersecurity skills with simulated hacking scenarios and the sponsor provides real-time guidance while showcasing their cutting-edge security solutions.

- **Year-round engagement opportunities**

Sponsorship engagement is extending beyond the event dates. Event organizers are developing year-round engagement programs, allowing sponsors to maintain a consistent presence and nurturing long-term relationships with the audience.

- **Customization and tiered packages**

One-size-fits-all sponsorship packages are giving way to customized (aka à la carte) offerings. Event organizers are tailoring sponsorship packages to meet individual sponsor goals and providing tiered options for different levels of engagement.

- A focus on conscious conferencing and corporate social responsibility (CSR)**
 Sponsors are placing a greater emphasis on aligning with events that reflect their brand values and mission. [Sustainability, diversity, and inclusion](#) – paired with CSR – are core considerations for sponsors and event organizers alike. According to an Elevent survey, a quarter of respondents said the [perceived CSR of a business](#) was the main reason they did business with that company.
- Expectations of social proof and tangible returns**
 Sponsors want to see that other brands similar to theirs have succeeded in sponsoring similar events. Positive case studies, testimonials, and success stories from past sponsors can be powerful social proof. When potential sponsors witness how their peers have achieved tangible benefits, they are more likely to feel confident in sponsoring an event.

In navigating the current event sponsorship landscape, event organizers must remain agile, adapt to emerging trends, and prioritize sponsor satisfaction and ROI. Likewise, sponsors should leverage these evolving opportunities to build authentic connections with their target audience and achieve their marketing objectives. The dynamic nature of event sponsorship presents a wealth of possibilities for mutual growth and success.

Looking for guidance on virtual event sponsorships?

Download our *Virtual event sponsorship guide and workbook* to learn to create innovative virtual event sponsorship programs.

01 Why Virtual Event Sponsorship

In early May, Bizzabo launched **(Almost) IN-PERSON**, our first virtual event. For event marketers and sponsors, drive lead generation, customer revenue—virtual events can brood and help attract a larger audience.

→ **“Worth checking out Bizzabo's virtual (Almost) IN-PERSON. Even for one event if you aren't in the industry, it's as close to an in-person experience can get from your home office.”**

Emily Otten, Executive Producer at Arrow Event Management

Earlier this year, Outreach, a SaaS company based out of in-person event to virtual. Sponsorships are their most and marketing strategy. Once they made go virtual, Outreach immediately reached out to the all their event they would be pivoting to virtual and wanted to proceed. Many out of their go commitment to work together to find a new way to use sponsorship.

Virtual Event Sponsorship SWOT

Question Recommendations

Strengths:

- What's currently working in our sponsorship program?
- What makes our sponsorship program unique?
- What makes our event offering unique?
- What was your greatest sponsorship achievement to date?

Weaknesses:

- What isn't currently working with our sponsorship program?
- What makes our sponsorship program less attractive?
- What feedback have we gotten from sponsors that we areas for improvement?
- What internal obstacles are hindering our program or slowing progress?

Opportunities:

- What sponsor needs can we take action on?
- In what ways can our organization apply our sponsorship strategy during a challenging time?
- Is there an industry need that we can take action on?

Threats:

- What negative patterns are we seeing in sponsorship programs in general?
- What are our competitors doing well that we are currently not addressing?
- What changes in our industry should we be concerned about?

Workbook Exercise

Question Recommendations

Strengths:

Weaknesses:

Opportunities:

Threats:

[Download the guide and workbook](#)

02

The challenges of securing event sponsorships

Many of today's most effective organizations are doubling down on their event strategies to improve business outcomes. In fact, [80.4% of event organizers](#) agree that events are the most important marketing channel for achieving business goals.

Event sponsorship can have a profound impact on the event experience, but it's not always the easiest thing in the world to convince sponsors to reach into their wallets and come on board. Let's look at some of the challenges that event organizers brought up when taking our [State of in-person B2B conferences report](#).



“There’s not enough lead time to sell sponsorships, because most budgets have already been allocated.”

The challenge

Even in ideal circumstances, signing an event sponsor is a tall order, requiring extensive time and people resources. Because event teams are being asked to do more with less, this is often time and money they don’t have to spare. Even when they get a company on the line, many event teams find out the hard way that the budget has already been allocated.

How to overcome

Companies typically earmark their sponsorship budgets well in advance, often at the outset of their fiscal year, so it’s crucial to get ahead of that budget planning cycle. Here are some tactics for tackling this challenge:

Engage sponsors early

Start identifying and reaching out to potential sponsors well in advance of the event’s launch. Initiate conversations with potential sponsors early to discuss their budget cycles and allocation timelines. Understanding their financial planning can help you align your sponsorship pitch with their budgeting process, increasing the chances of securing their commitment.

Year-round or multi-year engagement

Consider offering extended sponsorship agreements that span multiple years or events. This approach provides sponsors with longer-term value and may encourage them to allocate budget resources for future partnerships in advance.

Be flexible

Offer flexible sponsorship packages that accommodate sponsor-specific needs and timelines. This flexibility allows sponsors to choose packages that align with their budgeting cycles, increasing the likelihood of a mutually beneficial partnership.

“Sponsor dollars are shrinking.”

The challenge

Even if funds haven't been allocated, many companies are being conservative by reducing sponsorship budgets due to economic uncertainty. As a result, it's harder for organizations to find the funds they need to be an event sponsor – making it more difficult for event teams to sign deals.

How to overcome

In a landscape where companies often allocate sponsorship budgets well in advance, it's essential to proactively address the challenge of shrinking sponsor dollars. To navigate this obstacle successfully, consider implementing the following tactics:

Value proposition enhancement

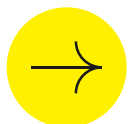
Enhance your event's value proposition by showcasing how sponsorship can deliver measurable returns, whether through lead generation, brand exposure, or customer engagement. Emphasize your event's unique opportunities to maximize their ROI despite budget constraints.

Cost-efficient packages

Design cost-efficient sponsorship packages that provide substantial value without straining sponsor budgets. Highlight the affordability and effectiveness of these packages to attract sponsors needing budget-friendly opportunities.

Diversify revenue streams

Explore alternative revenue streams to complement sponsorship income. This might include ticket sales, merchandise sales, or digital advertising opportunities. Diversifying income sources can alleviate the pressure on sponsorship budgets.



“One way we’ve helped our sponsors or encouraged them to be part of the event is with stage sponsorships. We’ve given them the opportunity to host, moderate, and engage on the stage, putting them in a really cool position of being able to engage with the speakers and have air time. But we coach them through that process and ensure they’re prepared and can do it effectively. It’s a great way to get them to actively participate in the event rather than just kind of saying, “How many places do you want your logo on the stage.”

Adam Parry, *Cofounder & Editor*, Event Industry News



“Sponsors don’t want to commit to event spends ahead of events and only confirm attendance/ sponsorships last minute.”

The challenge

Just because companies have room in the budget for event sponsorship doesn’t mean it’s any easier to convince them to come on board. Some organizations hesitate to sign sponsorship commitments well before an event because they don’t know the future. This can leave event teams scrambling for sponsors until the last minute.

How to overcome

It’s essential to adapt your approach – and get creative – to overcome this hurdle. There are even companies that [capitalize on sponsorship valuation](#) to ensure sponsors choose the most effective opportunities. Consider implementing the following tactics:

Last-minute sponsorship packages

Offer specialized last-minute sponsorship packages designed to cater to companies that prefer confirming sponsorships closer to the event date. These packages can provide attractive benefits tailored to their needs.

Flexible commitment options

Introduce flexible commitment options that allow sponsors to secure their participation while maintaining flexibility in case of unforeseen changes. Highlight the ease of adjusting their sponsorship as needed.

Real-time data and insights

Provide sponsors with real-time data and insights showcasing the value of early commitment, such as attendee engagement trends and pre-event buzz. Demonstrate how early involvement leads to higher ROI.

“There has been a power shift from event managers to sponsors.”

The challenge

With sponsorship budgets dwindling and organizations waiting as long as they can to decide whether to sponsor an event, negotiation power has shifted, and the ball is firmly in the court of would-be sponsors. As such, event teams can't necessarily negotiate from a position of strength anymore. They have to go to the table with a persuasive plan, ready to clearly demonstrate sponsorship ROI and potentially make concessions.

How to overcome

As the power dynamic shifts toward sponsors, event teams must adapt to secure partnerships effectively. To overcome this challenge, consider the following strategies:

Data-driven sponsorship proposals

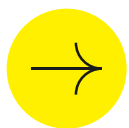
Develop data-driven sponsorship proposals that clearly outline the potential ROI sponsors can expect. Use attendee demographics, engagement data, and historical event performance to bolster your pitch. Also, leverage social proof and offer success metrics from past sponsors like theirs

Customized sponsorship experiences

Offer customized sponsorship experiences that align with each sponsor's unique objectives. Tailor packages to showcase how your event can meet their specific needs, increasing their willingness to commit.

Negotiation and concession strategies

Equip your team with effective negotiation and [concession strategies](#). Be prepared to make reasonable concessions when necessary while still ensuring the overall partnership remains mutually beneficial.



“It’s a different world for sponsors, and organizers can’t necessarily depend on all the sponsors of years past. I’m working on a group that has had a conference for the last 12 years. And it is a different sell than four years ago. Every anchor sponsor who has been there from the beginning questions: What is the agenda? They wanna know: How much time do we have on the floor? Who’s there? What industries are they from? What level are they? Are they decision-makers? The demographics are really important. And then the other thing is data analytics. Organizations are clamoring for data around sponsorships, and I think our two-year digital era has pushed us to look at how we drive in-person analytics to our sponsors.”

Meg Fasy, *Founder*, [eventsGIG](#) and [FazeFWD](#)



“Venue costs, material costs, and labor costs have all inflated dramatically since the return from lockdown.”

The challenge

Although economic uncertainty has put budgetary pressure on event sponsors, it’s also made it more expensive to put on events. As venue, logistical, and other associated costs continue to rise, event teams face the difficult decision to keep sponsorship package price points consistent or raise them in line with inflation – and risk potentially scaring off on-the-fence sponsors.

How to overcome

Dealing with rising costs requires strategic planning. To address this challenge, consider the following approaches:

Transparent pricing discussions

Initiate transparent discussions with sponsors regarding the impact of rising costs on event budgets. Communicate any necessary adjustments to sponsorship packages while emphasizing the continued value they receive.

Alternative revenue streams

Explore alternative revenue streams within your event, such as vendor partnerships, digital advertising opportunities, or merchandise sales. These additional income sources can help offset increased event costs.

Value-oriented sponsorship packages

Emphasize the value sponsors receive from their participation, even in the face of rising costs. Highlight how their investment leads to tangible benefits like increased brand exposure and lead generation.

“Sponsorships from large companies feel unrealistic and unreachable, but small businesses struggle with finding the budget.”

The challenge

Large sponsors seek widespread visibility and premier speaking opportunities while smaller sponsors are interested in getting their name out there as cost-effectively as possible. Event organizers need to thread the proverbial needle to strike a balance that ensures all sponsors are happy.

How to overcome

Balancing the needs of large and small sponsors requires a thoughtful approach. To address this challenge, consider these strategies:

- | | |
|-------------------------------------|--|
| Tiered sponsorship packages | Create tiered sponsorship packages that cater to the varying needs and budgets of both large and small sponsors. Each tier should offer unique benefits to ensure sponsors receive value commensurate with their investment. |
| Customized brand exposure | Offer customized brand exposure opportunities within sponsorship packages. Allow sponsors to choose the exposure channels that align with their goals and budget, ensuring a tailored experience. |
| Networking and collaboration | Facilitate networking and collaboration opportunities between large and small sponsors. Encourage partnerships and joint initiatives that benefit both parties, fostering a sense of community within your event. |

03

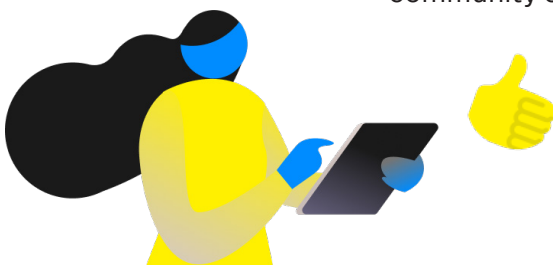
How to design compelling sponsorship packages

Designing compelling event sponsorship packages is a strategic endeavor that blends the art of understanding your event's unique value proposition with the science of meeting your sponsors' objectives. Here are some of the essential steps for creating sponsorship packages that resonate with sponsors, driving a tangible return on investment (ROI):

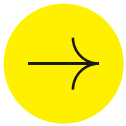


- **Understand sponsor goals**

Before you create any sponsorship packages, it's crucial to understand your sponsor's goals and expectations. Conduct discussions and surveys to uncover what sponsors are looking to achieve, whether it's brand exposure, lead generation, or community engagement.



- **Segment your audience**
Segment your event's audience based on demographics, interests, and needs. This allows you to create tailored sponsorship packages that align with the specific preferences of different sponsor prospects.
- **Package customization**
Develop a range of sponsorship packages with varying levels of benefits. From platinum to basic packages, sponsors should have options based on their budget and goals.
- **Create value-driven benefits**
Each sponsorship tier should offer unique benefits that align with sponsor objectives. These benefits may include [branding opportunities](#), speaking slots, data access, exclusive networking events, or activations and marketing initiatives.

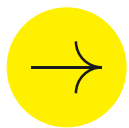


“Put the power into the hands of your sponsors. Rather than a standard booth-only sponsorship, make sure they have activations that allow them to bring connection opportunities to your attendees.”

Lauren Olerich, *Senior Director of Corporate Events*, Gainsight

- **Offer innovative activation ideas**
Think beyond logo placement and offer creative activation ideas that captivate event attendees. Consider immersive experiences, interactive booths, and technology-driven engagements.
- **Measure and show ROI**
Establish clear key performance indicators (KPIs) for each sponsorship package, and provide sponsors with tools to measure their ROI effectively.

As you embark on your journey to design [irresistible sponsorship packages](#), keep in mind that understanding sponsor goals, audience segmentation, and customization are key. Now, let's explore à la carte sponsorship opportunities that cater to specific sponsor needs and tiered sponsorship packages that provide varying levels of benefits to align with sponsors' budgets and objectives.



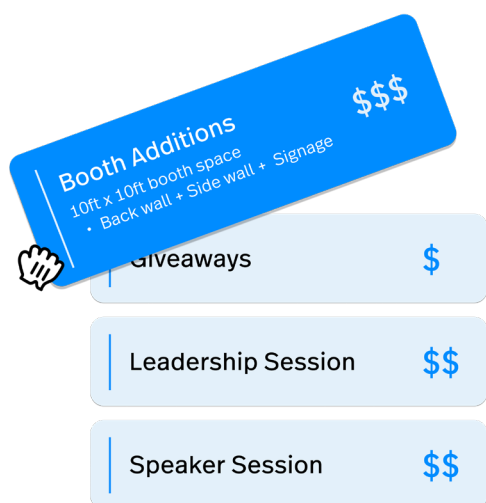
“Price is one of the last things I look at when evaluating sponsorship pitches. It’s important, but I kind of look at it very tactile. I want to see the audience demographics and how it’s going toward our goals. At the end of the day, we want to be able to close sales, so being able to have the audience demographics, the historical information of who’s attended the event, what percent is decision-makers — it’s tying back to the goals of what we’re trying to do with this sponsorship.”

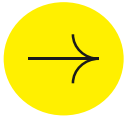
Ashley Jenkins, *Events Manager, Community, Miro*

Cater to sponsors with à la carte packages

Have you ever considered going completely outside the box with “à la carte” options – booth space, speaking opportunities, branded giveaways, exclusive workshops, or targeted marketing campaigns? You can offer these options alongside your more structured, tiered packages because sponsors will always look for those. However, if you haven’t considered this strategy before, here are some of the benefits of letting sponsors select the sponsorship line items that will be most impactful for them:

- À la carte options allow sponsors to tailor their involvement to align with their goals and budget constraints.
- Sponsors can focus on areas directly impacting their ROI, resulting in a more meaningful partnership.
- À la carte options boost ROI because sponsors invest in precisely what aligns with their objectives.
- Sponsors can suggest unique sponsorship items that may not be in the typical tiered package, creating new opportunities for other sponsors and future events.





“The folks signing on the dotted line — and whose budgets the sponsorship may come out of — may not be the best ones to develop programming. We try to make sure that we’re not just working with a recruiting lead or a biz dev lead, but that we also are working with a product lead so we can help them think about how they might build content, how they might talk about it in their agenda descriptions, because the agenda drives the bus. What have they built? What did they come up against? What was the challenge they faced? What was the problem they solved? Because the company just wants to talk about the company name, and we often find that telling the stories behind the people that are making this company name so great — helping them to rethink what they’ve always done — and understand that this is the opportunity that they’ve always wanted.”

Arianna Black, *Director of Events and Digital Experiences*, Women In Product

Tiered event sponsorship

package ideas

Because different companies have different levels of funding earmarked for event sponsorships, it’s important to offer several sponsorship packages at varying price points. Here are three examples of event sponsorship packages on the more “traditional” side that you might consider offering:

- **Gold sponsorship** (\$10,000; only 5 available)
Includes premium logo placement on all event promotional materials, websites, and signage; exclusive speaking slots; dedicated exhibition space in a prime location; customized email blasts to attendees; recognition as the official sponsor throughout the event; VIP passes for company representatives; and a branded virtual lounge
- **Silver sponsorship** (\$5,000; only 10 available)
Includes prominent logo placement on select materials; a speaking opportunity; a shared exhibition space in a high-traffic area;

promotion in pre-event and post-event email communications; periodic recognition as a sponsor; branded transitions between sessions; and complimentary passes for key company representatives

- **Bronze sponsorship** (\$1,500; only 20 available)
Includes logo placement on the event website and related marketing materials; recognition during opening and closing remarks; shared exhibition space in a designated area; promotion in pre-event promotional emails; complimentary passes for company representatives; and a 30-second promo video before the keynote session



Outside-the-box sponsorship package ideas

But what if you want to offer some outside-the-box packages that include some key features of your event to tantalize potential sponsors? Consider this: You're running an environmental technology conference and need to pique sponsor interest. Why not get super creative and offer sponsorship of the restrooms (assuming the bathrooms meet LEED lighting and indoor water use reduction requirements)? How many of your potential eco-driven sponsors would laugh and then sign on the dotted line?

Don't forget about offering unique sponsorships for charging stations, the coffee kiosk, and the WiFi – it's all sponsorable and brandable! Here are some additional innovative sponsorship packages to inspire you:

The Innovator Sponsor

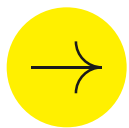
A leading technology expo seeks to attract top-tier sponsors. The Innovator Sponsor package includes all the typical perks of sponsorship plus exclusive access to a VIP networking lounge, a dedicated keynote speaking slot, and the opportunity to host a product launch event.

Sustainability Partner

An eco-conscious symposium seeks to partner with sustainability-focused brands. The Sustainability Partner package features eco-friendly branding opportunities, a dedicated sustainability panel discussion, and the chance to showcase sustainable products in a dedicated exhibition area.

Thought Leadership Sponsor

A healthcare summit needs sponsors interested in thought leadership. The Thought Leadership Sponsorship package included exclusive roundtable discussions, whitepaper collaborations, and the opportunity to moderate panel sessions.



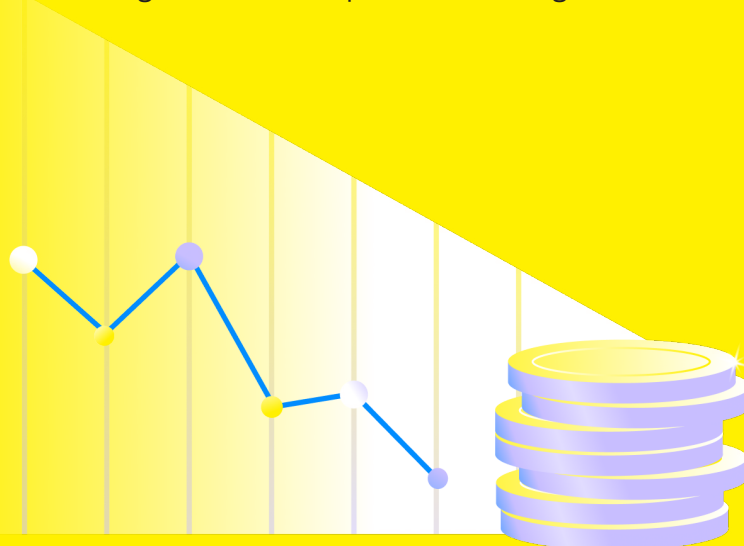
“They want to show thought leadership, so give them those opportunities. Figure out how to do that beyond a booth. Putting them in a booth isn’t the way to do that. When I was at SAP some of my best and most effective sponsorships had nothing to do with a booth.”

Nicola Kastner, *Founder*, The Event Strategist

These winning sponsorship package examples showcase the power of tailored offerings aligning with event goals and sponsor objectives. Event organizers can foster long-lasting partnerships that drive meaningful results by designing packages catering to sponsor needs and interests.

PRO TIP:

If you are struggling with pricing out your sponsorship packages, we hear you. It’s one of the most elusive and challenging aspects of event planning. There are companies now that [specialize in sponsorship valuation](#), but they can be costly. There are also countless formulas out there for how to calculate a sponsorship package price. At the end of the day, it’s important to look at other events in your industry, your own past events, your budget, and your revenue goals to come up with a meaningful calculation.



11 strategies for boosting sponsor ROI and retention

If you want to increase the number of sponsors at your next event, it's a much easier sell when you can [demonstrate sponsorship ROI](#). Here are some tactics you can use to boost sponsor ROI:

1. Learn more about your audience.

When you know a lot about your audience, it's much easier to convince would-be sponsors to partner with your event. By studying pain points, target market, and industry affiliation, you can hone in on brands that align with your event theme, making converting them much easier. They'll be more likely to sign up because your event will be relevant to their mission.

2. Increase sponsor visibility.

By displaying sponsor logos in many different places – on your event website and app, in promotional marketing materials, and on signage at the event – you increase brand exposure, making it easier for sponsors to generate ROI.

3. Enhance your event marketing efforts.

Your event doesn't have to end once the keynote is delivered and everyone's on their way back home. By doubling down on your marketing efforts – and prioritizing pre-event and [post-event campaigns](#) – you create additional exposure opportunities for sponsors, delivering ROI beyond the event itself.



4. Use social proof to showcase past sponsors.

Social proof – like sponsor case studies and testimonials – can help persuade other brands about the merit of sponsoring your event.

5. Offer content co-creation opportunities.

Work with sponsors to co-create content for the event, such as panel discussions or webinars, that can live on as evergreen content on your platforms, continuing to provide value and visibility long after the event.

6. Engage sponsors year-round.

The better your relationship with sponsors, the more likely they will be interested in a long-term partnership. Keep your sponsors engaged all year long to create opportunities for ongoing collaboration.

7. Post spotlights on sponsors on social media.

Run a “Sponsor Spotlight” series on your social media channels in the lead-up to the event, featuring interviews, product highlights, or guest posts from sponsors to increase their exposure.

8. Offer early commitment incentives.

To combat the tendency of sponsors to wait until the last minute these days – and to offset budget constraints – consider offering early commitment incentives. These could come as discounts or additional perks (e.g., a webinar sponsorship or additional speaking opportunities).

9. Create a continuity campaign.

Develop a continuity program in which sponsors can remain engaged with your audience through year-round content marketing efforts, such as regular webinars, podcasts, or newsletters.

10. Amplify early bird engagement.

For sponsors who commit early, offer the opportunity to be part of the event planning process, like selecting keynote speakers or shaping the agenda, giving them a sense of ownership and alignment with the event.

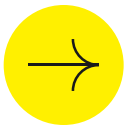


11. Upsell and cross-sell sponsors.

If a sponsor has been with you for a while and is still coming back, create a clear path for sponsorship growth by offering tiered upgrade options, where sponsors can move up levels each year, unlocking new benefits and opportunities for exposure.

Remember, successful sponsorship is a symbiotic relationship; it thrives on mutual benefit and growth. As you implement these strategies, keep the lines of communication open, be receptive to feedback, and continuously innovate your sponsorship opportunities. Doing so will not only secure sponsor loyalty but also attract new partners, creating a dynamic cycle of sponsorship success and event evolution.

Let your next event be a testament to the power of strategic sponsor engagement, where every sponsor feels integral to the event's triumph and is eager to return, year after year.



“Ask your potential sponsors lots of questions. Ask them about their KPIs and metrics and how they track their sponsorships. Getting a sense of their metrics and then trying to map your value against them is how you’ll get money from the sponsors. But it’s not an easy task, because sometimes sponsors don’t necessarily know what they want either — they’re getting a directive from the CMO or the CRO saying, ‘Hey, just go and build me the events and can you feed the pipeline, right?’ And this is from 60,000 feet. But how do you make that happen when you get to 3,000 feet in practice? That’s where you got to ask many questions about these sponsors.”

Bob Johnston, *Founder and CEO*, Executive Council

4 event sponsorship ROI

example scenarios

Companies are strategic with their investments, and event sponsorships are no exception. Sponsors seek tangible benefits in return for their support. Here are a few unique scenarios depicting [how sponsorship can yield fruitful returns](#) to pique your interest and drive creativity as you build out your event sponsorship strategy:

1. Green tech symposium with exclusive innovation challenges

Background: A green technology symposium aims to draw sponsors from sustainable energy firms.

Strategy: The symposium organizers crafted sponsorship opportunities that included hosting innovation challenges in which sponsors could present problem statements related to renewable energy.

Potential ROI: Sponsors saw a 40% increase in engagement with potential clients and a boost in collaboration proposals for sustainable projects. security and efficiency.

2. Tech conference with tailored sponsorship packages

Background: A renowned tech conference wanted to attract sponsors from the emerging AI sector.

Strategy: Instead of offering one-size-fits-all sponsorship packages, the event team segmented their audience by interest and crafted customized packages. For example, they provided breakout sessions and workshops dedicated solely to AI innovations.

Potential ROI: The AI companies that sponsored these sessions reported a 33% increase in their lead generation compared to generic event sponsorships.

3. Financial literacy event with custom content sessions

Background: A personal finance app company needed to increase app adoption among millennials.

Strategy: They sponsored a financial literacy fair, offering custom content sessions on investing basics that featured their app's tools.

Potential ROI: The event led to a 60% surge in app downloads and a significant increase in active user rates in the following quarter.

4. Flagship user conference with data-driven sponsorship packages

Background: A global user conference seeks to engage sponsors interested in reaching software developers and IT professionals.

Strategy: The conference offers sponsorship packages that include access to smart badge data, allowing sponsors to track and engage with attendees based on session attendance, booth visits, and topic interest.

Potential ROI: Sponsors using the smart badge data reported a 50% improvement in lead quality and a 20% higher conversion rate, as they were able to tailor follow-ups based on precise attendee engagement insights.

These scenarios exemplify how a well-planned [sponsorship strategy](#) can increase sponsorship ROI. By providing sponsors with unique, targeted opportunities to engage with their desired audience, events can serve as powerful platforms for brand growth and customer acquisition.



05

Important considerations before sending a sponsor request letter

As you begin your search for more sponsors, it's important to remember that not every company is a good target. There are certain situations where asking for a brand to sponsor your event might do more harm than good. Before reaching out to potential sponsors, make sure you do the following:

Thoroughly research the company's mission and culture

It's crucial to ensure a potential sponsor's mission is aligned with your event theme and that you're engaging at an ideal time. If a company recently announced a 15% workforce reduction, you probably shouldn't ask them to sponsor your event because it could be perceived as tone-deaf, which could hurt future opportunities.

Beyond mission alignment, ensure that the company's culture and ethics resonate with the values your event promotes. Additionally, it's vital that seeking sponsorship from the company does not create a conflict of interest with your attendees, other sponsors, or the event's purpose.

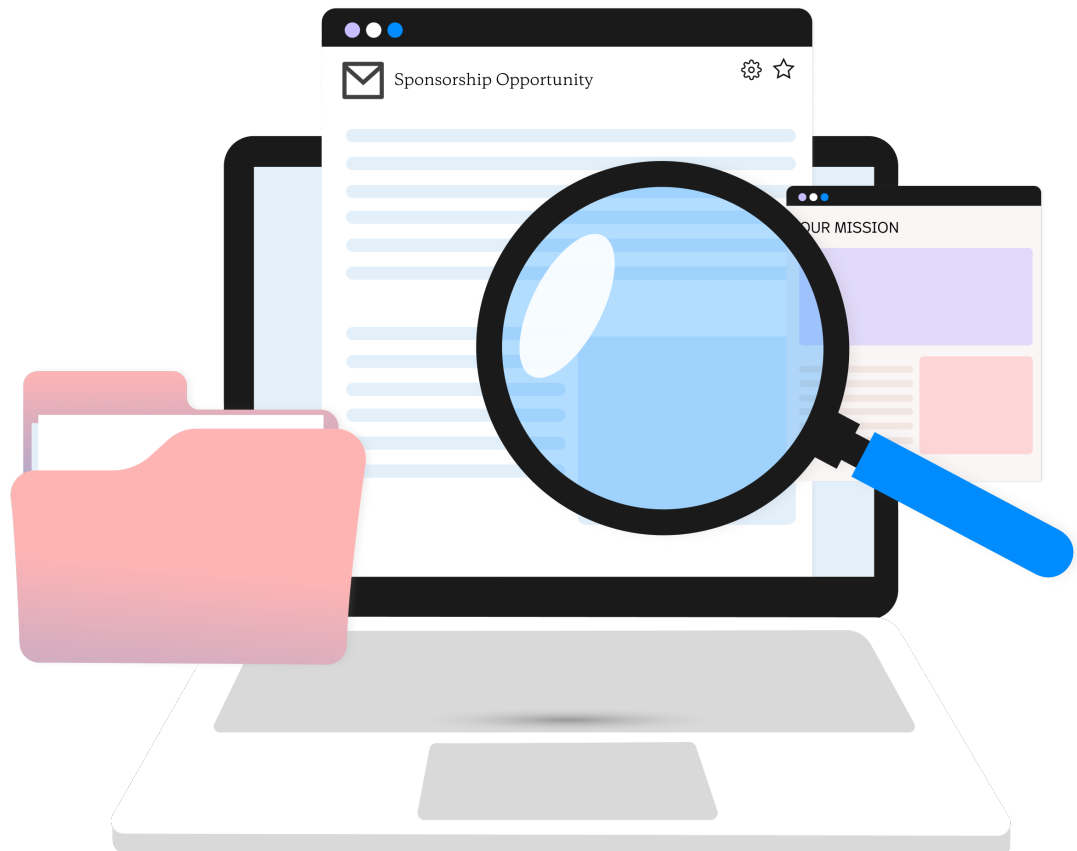
Consider current market position and past sponsorships

If the company is going through a major rebranding or a shift in market focus, they might not be open to external engagements that could distract from their main objectives. Additionally, understanding their history can give insights into their sponsorship strategy and whether they are likely to consider your event.

Companies also often allocate sponsorship budgets well in advance and usually at the start of their fiscal year. Approaching them when budgets are already committed might result in your team banging its head against a wall instead of securing a lucrative sponsorship.

Look at past encounters to hit the right note

Before [writing and sending out a sponsorship request letter](#), it's important to look back at past encounters to ensure there haven't been any negative experiences. There's nothing worse than pitching a potential sponsor only for them to shoot back with "Why would we work with you again after x, y, z happened at the last event?"



06

Resources for event sponsorship success:

Worksheet, template, ChatGPT prompts

In the journey to secure successful event sponsorships, having the right tools at your disposal can make all the difference. From a comprehensive SWOT analysis worksheet and a professionally crafted sponsorship letter template to ChatGPT prompts, these resources are designed to empower event organizers and sponsors alike. Harness the power of strategic planning and persuasive communication with these essential tools for event sponsorship excellence.



The sponsorship SWOT analysis worksheet

As you continue developing your event sponsorship plan, it's important to periodically review your program to see what's working and what isn't while identifying opportunities and threats to your success. To do this, complete this SWOT analysis so you can refine your strategy and improve sponsorship outcomes.

What is a SWOT analysis? It's a strategic planning tool used to identify and analyze the strengths, weaknesses, opportunities, and threats of a business, project, or personal endeavor. It involves examining the internal and external factors that can impact success.

Strengths

Positive attributes that are within your control and can be leveraged.

- What's currently working in our sponsorship program?
- What makes our sponsorship program unique?
- What makes our event offering unique?
- What's our greatest sponsorship achievement to date?

Weaknesses

Internal factors that may hinder your objectives.

- What isn't currently working with our sponsorship program?
- What makes our sponsorship program less attractive?
- What feedback have we gotten from sponsors that are areas for improvement?
- What internal obstacles are hindering our program or slowing progress?

Opportunities

External factors or trends that you can capitalize on.

- What sponsor feedback can we take action on?
- In what ways can our organization shift our sponsorship strategy during a challenging time?
- Is there an industry need that we can take action on?

Threats

External challenges that could pose a risk.

- What negative patterns are we seeing in sponsorship programs as a whole?
- What are our competitors doing well that we are currently not addressing?
- What changes in our industry should we be concerned about?

Sponsorship request letter template

Although you should personalize every sponsorship request letter, you don't need to reinvent the wheel whenever you engage a potential sponsor. Accelerate your sponsorship outreach efforts by creating a [sponsorship letter template](#) and adjusting it depending on each would-be sponsor's unique circumstances.

If you already have a sponsorship letter template that could use some updating, throw it into ChatGPT and ask it to make some tweaks. Or, you can ask ChatGPT to create a letter template for you based on the specifics of your industry, event, or sponsorship needs.

We created this letter template, which you can copy and paste into ChatGPT. Then, ask the AI tool to fill out with your event's name, date, sponsor target, and more. Here you go:

Subject: Partnership Opportunity: Sponsorship for [\[Event name\]](#)

Dear [\[Recipient's name\]](#),

I hope this email finds you well. My name is [\[Your name\]](#), and I'm contacting you on behalf of [\[Organization\]](#). We're excited to present our upcoming [\[Event name, date, and venue\]](#).

At [\[Your organization\]](#), we are dedicated to [\[Describe your organization's mission or purpose\]](#). [\[Event name\]](#) aims to [\[Describe the purpose and goals of the event\]](#).

We believe [\[Company name\]](#) would be an ideal partner for this event. Your support would provide exceptional brand visibility, networking opportunities, and the chance to showcase your commitment to corporate social responsibility.

We have created several sponsorship packages to suit various budgets and objectives. Here are some of the benefits of becoming one of our valued sponsors:

- Logo placement on event promotional materials, signage, and mobile event app
- Recognition in press releases and media coverage
- Exclusive access to our event attendees and networking opportunities
- Verbal acknowledgment during the event's opening and closing remarks
- Opportunity to distribute marketing materials or promotional items to event participants
- [\[List additional items related to your specific packages\]](#)

I have attached our comprehensive sponsorship package that provides detailed information about each sponsorship level and the associated benefits. I'd love to discuss these sponsorship opportunities further and explore how our partnership can yield mutual benefits.

Thank you for considering this opportunity to support [\[Event name\]](#). I look forward to hearing from you and collaborating with [\[Company name\]](#) to make this event unforgettable.

Sincerely,

[\[Your Name\]](#)

[\[Your Title/Position\]](#)

[\[Your Organization\]](#)

13 ChatGPT prompts to help you

master event sponsorship

Whether you use ChatGPT or the many alternatives to ChatGPT, here are some prompts to get you started:

1. Suggest 15 companies that would be interested in sponsoring an event focused on database technology.
2. What early commitment incentives can I offer to encourage sponsors to commit ahead of time?
3. We're hosting a conference for women in food technology. Can you write an email letter to Jubilee Roasting Company in Denver, Colorado, asking them to sponsor our event? We think our "Master Roaster" sponsorship package would be the best for them.
4. What are some creative ways to ensure that both large and small sponsors feel valued and satisfied?
5. Our company is holding a conference for EdTech startups in St. Louis on March 5. We want to send out sponsorship requests to some nonprofits in the education space. Can you write an email asking them to sponsor our event?
6. I'm trying to find sponsors for our next user conference in 10 months, but sponsors don't want to commit. What tactics can I use to address sponsors' reluctance to commit well in advance of an event?
7. We're planning our flagship user conference in the FinTech space. Could you offer tips for creating customized sponsorship packages that cater to sponsors' unique needs?
8. Our startup is hosting a tech expo in San Francisco next month. Can you help me draft a sponsorship proposal targeting local tech giants?
9. Act like the University of Nebraska-Lincoln chancellor and write a short, fun email to local businesses asking them to sponsor our summer series of micro-events for incoming students. Talk about how it will expose new students to their brand and boost awareness.
10. I'm planning a hybrid summit on sustainable living. What creative sponsorship package ideas can I offer to eco-friendly brands?
11. How can I effectively measure and prove ROI to sponsors after an event?
12. We're planning a real estate expo. Can you suggest ways to demonstrate ROI to potential sponsors from the real estate industry?
13. Our nonprofit is hosting a gala fundraiser. What unique sponsorship package ideas can we offer to local businesses?

07

Maximize sponsor ROI with Bizzabo and the Klik SmartBadge™

Getting the best results from your event sponsorship program is only possible when you build it on the strongest foundation. To do that, you must invest in purpose-built tools designed specifically to help make the sponsorship experience a breeze — for event teams, sponsors, and attendees.

Bizzabo's [Event Experience OS](#) is packed with features that streamline and supercharge onboarding, engaging, and retaining sponsors of all sizes. Plus, our [Klik SmartBadge™](#) lets you supercharge the event experience and maximize sponsor ROI. When you partner with Bizzabo on event sponsorship, here's what you can expect:

- **Enhanced brand exposure:** The Klik SmartBadge can be customized with sponsor branding, allowing sponsors to increase their visibility throughout the event.
- **Real-time data collection:** Sponsors receive real-time data on attendee interactions with their brand, giving them valuable insights into engagement levels and preferences.
- **Increased lead generation:** The SmartBadge technology facilitates easier and 4X lead capture, because attendees can share their contact information with sponsors simply by clicking their badges together.



- **A focus on sustainability:** Eliminate waste with recyclable badges! Plus, you can say goodbye to paying for printed brochures and guilt over paper waste with Klik-enabled content sharing. When someone “clicks” to download your content at a Klik Touchpoint, you get a fresh lead too.
- **Targeted marketing opportunities:** Based on the data collected, sponsors can tailor their marketing strategies and messages to specific attendee segments, enhancing the relevance and impact of their communications.
- **More networking opportunities:** The SmartBadge encourages and simplifies networking, helping sponsors connect with potential clients and partners more effectively.
- **Interactive engagement:** Sponsors can use the SmartBadge to create interactive experiences at their booths or during sessions, boosting attendee engagement and leaving a memorable impression.
- **Measurable ROI:** The data provided by the SmartBadge helps sponsors track and analyze the ROI of their event participation, enabling more strategic future event planning.
- **More meaningful attendee experience:** By contributing to a more interactive and tech-driven event environment, sponsors using the SmartBadge can improve the overall attendee experience, positively associating their brand with innovation and attendee satisfaction.

Unlocking the full potential of your event sponsorship packages is easier than ever with Klik. By addressing common sponsorship challenges like lead retrieval, engagement, and value delivery, Klik empowers you to create larger, more enticing sponsorship packages. With Klik’s cost-effective lead retrieval feature, you can provide exhibitors with valuable leads without the hefty price tag often associated with such services. This opens up the opportunity to increase your sponsorship revenue significantly.

In fact, we’ve observed that most conferences charge \$3,000 to \$4,000 for lead retrieval, but with a solution like Klik, you have the potential to generate an extra \$3,000 to \$4,000 in profit per exhibitor. It’s a win-win situation for both event organizers and sponsors, where enhanced sponsor offerings lead to increased revenue.

Plus, Bizzabo helps take work off your super-busy event team’s plate with a dedicated sponsor portal that streamlines sponsor management and communication at scale, making it easy for teams to broadcast messages and for sponsors to know what to expect on their end. Sounds great, right – but what does this all look like in action? Let’s take a look at some customer success stories:



How Bizzabo's wearable event technology helped power

HubSpot's INBOUND

INBOUND attracts some of the biggest brands in marketing tech that interact with customers through interactive booths, workshops, and more. Because Bizzabo helped sponsors “connect” via [badge clicking](#) instead of badge scanning, the sales process felt more natural – closer to networking than sales prospecting. By enabling sponsors to collect data quickly and accurately, Bizzabo delivered a ton of value and easy post-event follow-up with the more than 27,000 leads generated!



“It’s a really big selling point to have attendee badge data and access it in real-time. In full transparency, it’s something I don’t think we can go without now that we’ve shown that this is possible.”

Izzie Kirsch, INBOUND Marketing Manager, HubSpot





How leading drone company DJI saved 100 hours with Bizzabo

For DJI's event, the goals were to enhance attendee experience, build community, and ensure a smooth process for speakers and sponsors. With Bizzabo, bringing sponsors into the virtual space doesn't mean sacrificing value or resources. By offering a centralized portal for speakers and sponsors, Bizzabo empowered DJI to set its partners up for success, from virtual best practices to ideas on creating high-quality recordings from home. This approach led to a significantly streamlined experience for the 120 speakers and sponsors – resulting in more than 100 hours of time savings.



“Being able to connect our speakers and sponsors in one central hub was a big time saver, and they found [Bizzabo] to be very easy to use. Our speakers required significantly less back and forth via having documents housed in one place. The virtual setting also required significantly more info to be relayed to our sponsors, made much easier by Bizzabo's platform.”

Denise Hibbard, Senior Marketing Manager, Enterprise, DJI

