

# **WHAT SPONSORS WANT AND WHY THEY NEED YOU**

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THE  
SPONSORSHIP  
CATALYST

# WHAT YOU CAN EXPECT TODAY

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- Bust the myths that may be getting in your way.
- Learn how valuable you are to a sponsor and why they need you.
- Learn how to diversity your sponsorship opportunities.
- Q&A

# WHO AM I?

- Expertise as a sponsorship decision maker, evaluator, negotiator, and funder.
- Personally secured sponsorship dollars and executed brand activations at small and large-scaled events.
- Coached dozens of nonprofit leaders on how to secure event sponsors that ranged from \$2,500 to \$150,000 and counting.

Fun Facts: Bichon Frise dog mom, Oreo ice cream lover, & thrill seeker



# **DROP IN THE CHAT!**

1. Have you ever secured a sponsorship before?
2. What's the highest amount you've secured?



**THERE'S MORE AVAILABLE  
FOR YOU**

# THE BENCHMARK REPORT

77%

of sponsorship professionals agree that the sponsorship industry has yet to reach its peak

SOURCE: SponsorPulse, The Benchmark Report



- **Where investments were made.**
- **Why investments were made.**
- **What investments were made.**
- **Who investments were made to.**

# YOUR MINDSET MATTERS

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- "My organization is too small to secure a sponsor."
- "It's a good cause, why wouldn't someone want to give money."
- "There's not enough for me."
- "Who am I to ask for \$20,000+."

**YOU BRING A  
LOT OF VALUE  
TO A SPONSOR!**

# YOU ARE THE EXPERT

## Expertise



The more you work with your program participants the more you understand their needs.

## Community impact



The existence of your nonprofit supports transformation, thus leads to impact.

## Captive audience



You have nurtured your audience and built trust.

## Frontlines



Recognize that sometimes you are the extension of a sponsor who does not provide a direct service.

## CONSIDER—there's a good chance you or a family member:



Entered the world born in a nonprofit hospital—nearly half of America's hospitals are nonprofit.



Developed life skills like conflict resolution and teamwork through Girl Scouts, Little League, 4-H, or other youth development organizations.



Enjoyed family vacations at nonprofits such as the San Diego Zoo, the Museum of Science and Industry in Chicago, or the Metropolitan Museum of Art of New York City.



Avoided polio because March of Dimes raised research funds to discover a safe and effective vaccine, and escaped other diseases because of scientific research by nonprofits.



Attended a nonprofit preschool, grade school, high school, college, or graduate school, perhaps with support of a nonprofit scholarship fund.



Inhaled cleaner air in tobacco-free restaurants thanks to the work of public health nonprofits.



Attended services at a house of worship maintained by one of the nearly 350,000 nonprofit religious congregations.



Exercised your rights to vote, to education, to travel, to equal treatment under the law and other rights secured and protected by nonprofits.



Enjoyed the natural wonder and splendor of America's rivers, forests, and open spaces due to the work of nonprofits committed to conservation and our environment.



Learned how to swim through lessons at the local JCC, YMCA, or scout camp.

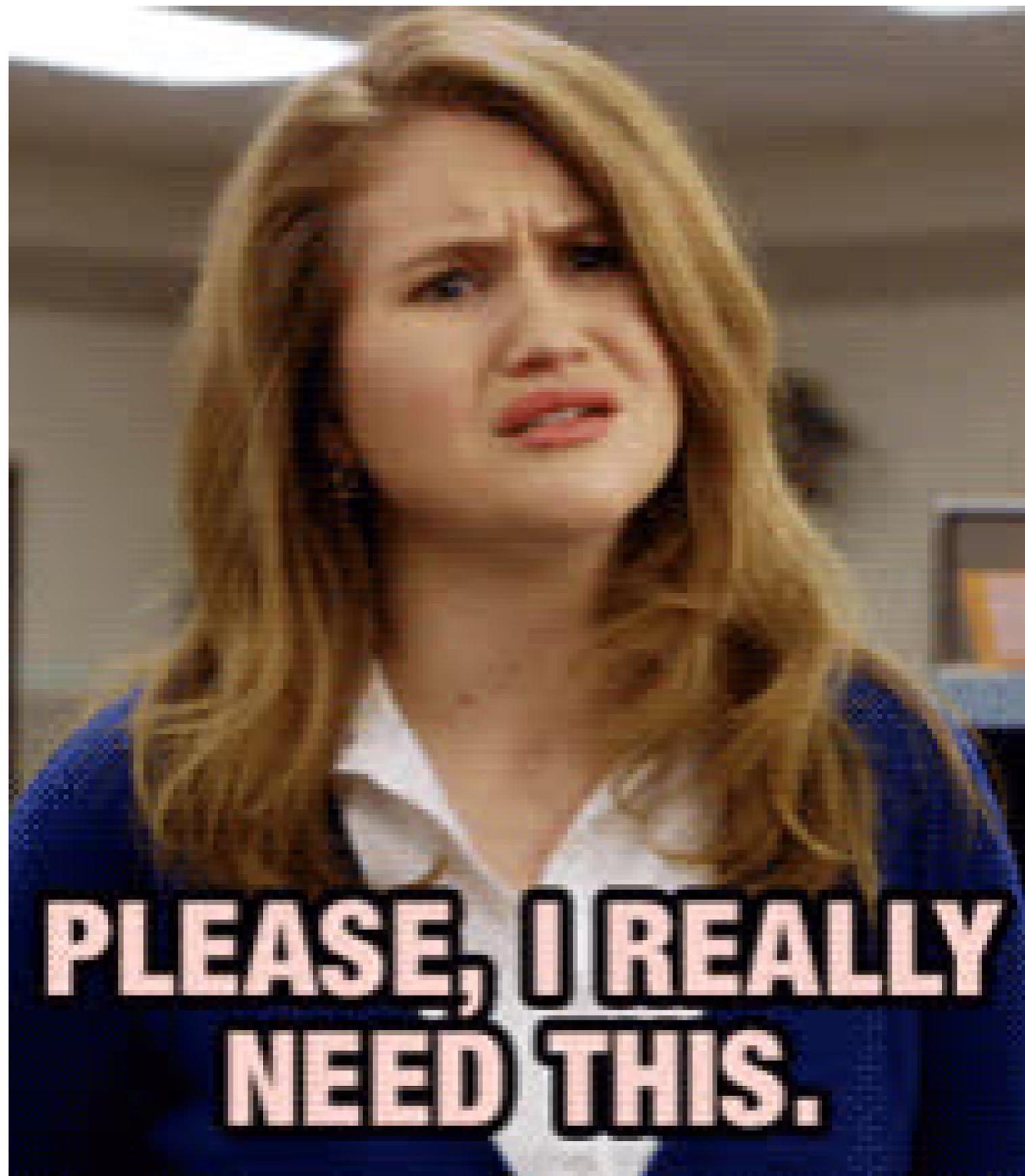


Visited historic treasures and places of natural beauty preserved by nonprofits.



Laughed, relaxed, rejoiced, and were inspired at nonprofit arts performances.

▶▶ Of course, that's still just a short list of the many ways that nonprofits improve lives.



**PLEASE, I REALLY  
NEED THIS.**

**You add more to  
the table than  
you've been given  
yourself credit for!**

**YOU NEED ME.**



# CASE STUDY

**“DEI on the chopping block, what’s my unique value proposition?”**

From our conversation she learned that

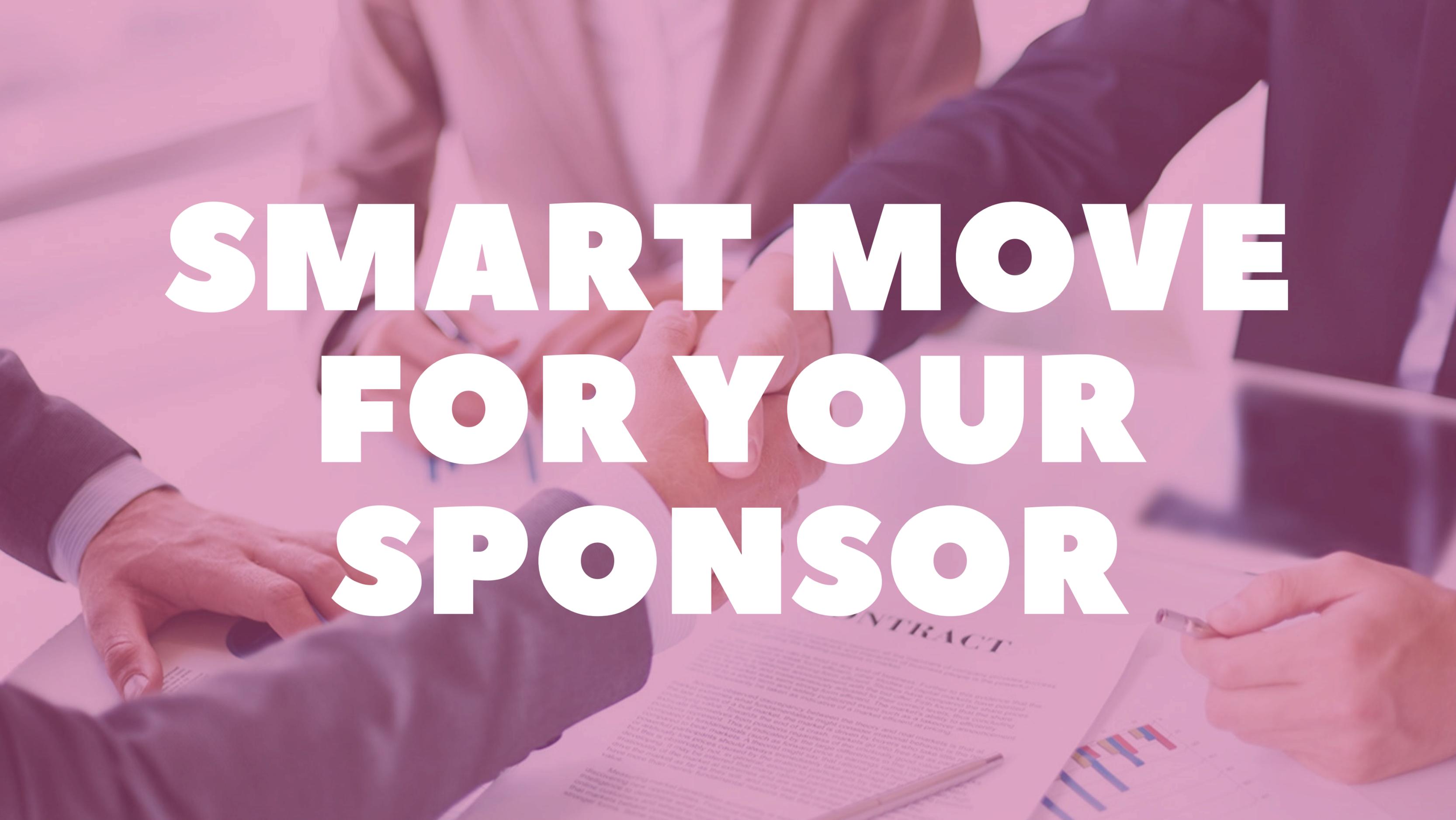
- She’s the solution to help HR departments create a pipeline for qualified top talent that has the potential to help a company build new processes, generate increased revenue, and connect more with audiences.
- Her audience consists of Black doctorate women that represent various industries that can be outreached to for sponsorship.
- A subset of her audience are students who want to pursue a graduate level degree. This group ideal sponsor would be Universities with graduate level degree seeking to diversify their student body, as well as maintain the schools income.

# WHAT DO THEY WANT

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Brand benefits & innovative ideas that help them meet their goals in exchange for their money, products, or services.

# SMART MOVE FOR YOUR SPONSOR



# WHY A SPONSOR NEED YOU?

## Brand Awareness

These types of benefits brings more exposure to your sponsors products, services, or existence.

EX. Logo on website, event signage, or product placement

## Positive Brand Recognition

These types of benefits allows the sponsor the ability to shape or re-shape a populations perspective of their brand.

EX. Volunteerism  
Value-based sponsorship (i.e. sustainability)

## Brand Engagement

These types of benefits allows the sponsor to engage with your audience through interactive activities or resource sharing.

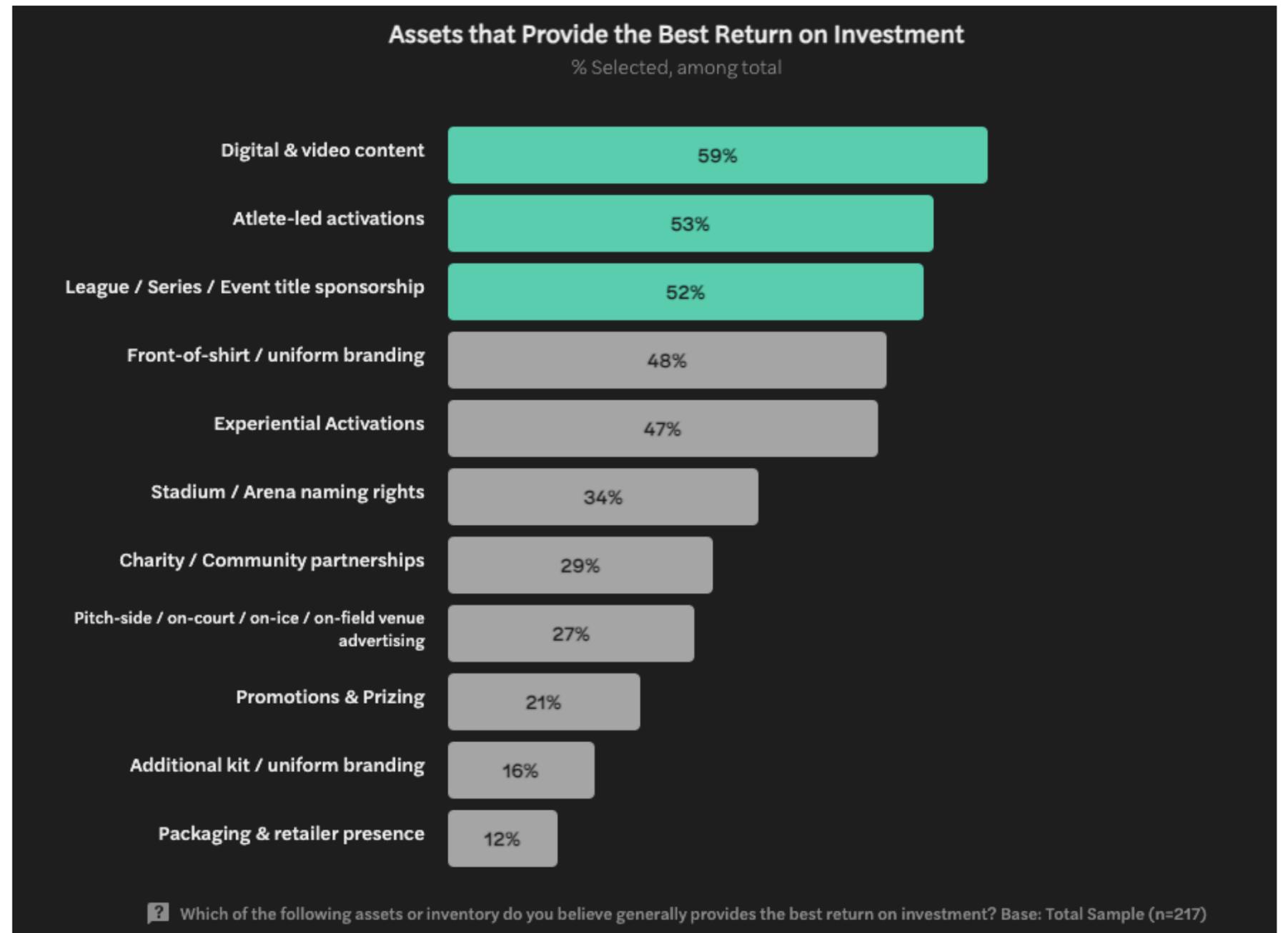
EX. Vendor booths or product sampling

## Thought Leadership

These types of benefits allows the sponsor to position themselves as thought leaders in their industries.

EX. Speaking opportunities/media interviews

# THERE'S A 29% ROI BY ASSOCIATION



# DIVERSIFY YOUR OFFERS

Basic Value	Moderate Value	High Value	Mega Value	In-Kind Donations Options
Logo on website with link to sponsors website	Social media shoutout (s) (pre, during, post)	Speaking opportunity (worksh ops/panels/ moderators)	Exclusive naming rights/ ownership	Printing
Logo on listing materials (fliers, posters, apparel, buttons)	Signage (banners, etc.)	Press release	:30 - :60 sec radio advertisement	Promotional items
Access/Tickets	Opportunity to include organization promotional items	Discounted multi year options	Exclusive co branded materials (i.e. stickers, lanyards, bags, shirts, etc.)	Venue space



## \$15,000

- Logo on website w/link
- Vendor booth
- Dedicated Social media post (2)
- Event signage
- Verbal recognition
- VIP lounge
- Speaking opportunity
- Press release
- Newsletter e-blast
- Opportunity to include promo item
- Full-page ad

## \$10,000

- Logo on website
- Vendor booth
- Dedicated Social media post (1)
- Event signage
- Verbal recognition
- Opportunity to include promo item
- Half-page ad

## \$5,000

- Logo on website
- Vendor booth
- Social media shoutout
- Event signage
- Quarter-page ad

# **DROP IN THE CHAT!**

What unique brand benefits have you offered a sponsor?

# PITFALLS TO AVOID

OFFERING BENEFITS  
OUTSIDE OF YOUR  
CAPACITY

UNDERPRICING YOUR  
SPONSORSHIP LEVELS

MAKING ASSUMPTIONS ON  
THE SPONSORS BEHALF

QUANTITY OVER QUALITY

# QUICK RECAP

01.

Sponsors need you because you have something they do not have: An audience that has your trust.

02.

Diversifying the brand benefits you offer to a sponsor makes your sponsorship opportunities more attractive.

03.

Remember you're not begging for a sponsor to be apart of what you're doing, you're presenting value as to why they should join forces with you.



Any

Questions?

**ONLINE COURSE**

# **NONPROFIT EVENT SPONSORSHIP ACCELERATOR**

## **Who is this for?**

Organizations who are hosting an events

Organizations who want more traction with sponsors

Organizations who are ready to learn and do the work

## **Who this is not for?**

Organizations who are looking for start up money or money for programs

Organizations who do not have the capacity to manage sponsors

Organizations who feel that they already know how to pitch and secure sponsors and are satisfied with their sponsorship procurement deals thus far

**ONLINE COURSE**

# **NONPROFIT EVENT SPONSORSHIP ACCELERATOR**

## **What's Inside?**

**Module 1:** Introduction to Event Sponsorships

**Module 2:** Standing Out Amongst the Crowd

**Module 3:** Sponsor Identification

**Module 4:** Sponsorship Deck/Proposal Development

**Module 5:** Pitch and Negotiate with Confidence

**Module 6:** Sponsorship Agreement and Activation

**Module 7:** Cultivating and Maintaining Sponsoring Relationships

**ONLINE COURSE**

**NONPROFIT EVENT SPONSORSHIP  
ACCELERATOR**

**Join the course waitlist!**

Be one of the first to know when the course launches this Winter.



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**Thank You!**