Sponsorship Planning Tool

In conjunction with Sparrowly Group and Other Side of the Table, the following provides a planning guide for event organisers to make the most from their partnership and sponsorship programs.

PHASE 1 Internal review…

- **Why** do you want a partner?
- **Why** is your event unique (be able to articulate your value proposition)?
- **Why** should a brand partner with you? (what's in it for them.)

- **What** assets do you have to offer brands? (what is for sale.)
- **What** is the value of those assets? (Look at others in the market and 'rack rate'.)
- **What** will make it easy for brands to say yes?

PHASE 2 Target planning…

- **Which** brands would you love to partner with?
- **Which** are great brands, but should rule out based on your values and vision?
- **Which** have the strongest brand alignment? (based on your desk research)

- **Who** can help open doors for your organisation? (in these companies)
- **Who** knows who on the target list, internally? (via LinkedIN or through your networks.)
- **Who** else knows who, externally? (from existing sponsors or suppliers.)

PHASE 3 Preparing to go-to-market…

- **How much** do you need to raise in sponsorship (cash and in-kind/contra)?
- **How much** will you charge each package for? (based on market research.)
- **How much** will it cost you to deliver the assets within each agreement?

- **When** is the best time to make contact?
- **When** to make a good impression? (invite them along so they understand the opportunity.)
- **When** are you ready to go-to-market? (When the above phases are completed, and you have a prospectus to help your sales person).

PHASE 4 Nurturing relationships…

- **How** will you make the most of the partnership? (integrated planning process – share)
- **How** will you service these relationships? (headcount to help brands make the most of the opportunity.)
- **How** will you report post event to demonstrate value to your partners? (Build the template prior to the event, so you know what to track.)