



Sponsorship Guide

Why Do I Need Sponsors

Sponsors can help make a good event great. They will reduce your expenses and allow your event to be more profitable. Sponsors can provide goods and services, capital, discounts on products and marketing to increase event attendance.

Types of Sponsorships

There are two main types of sponsorships available:

- Cash - providing capital for your event expenses.
- In Kind - providing goods or services free of charge or at a discounted rate.

Choosing the Right Sponsor

You should have a clear idea of what types of sponsors you are looking for when soliciting. If you are looking to reduce event expenses, you will need to create a list of your event needs (e.g. venue, décor, giveaways) and target companies that can provide those goods and services. If you are looking for cash sponsorships, approach companies that have a history of sponsoring events.

You should be targeting sponsors whose audience matches yours. Present sponsors with data about the demographics attending your event to demonstrate how the sponsorship is beneficial to them. Also consider who you already know who may be interested in sponsoring the event.

Creating a Sponsorship Proposal

Once you've determined your sponsorship requirements, you will create a Sponsorship Proposal for each prospective sponsor. Begin this process early in your event planning to increase the likelihood of acquiring sponsors. Keep your sponsorship incentives flexible based on which incentives your sponsor is interested in. Each sponsorship agreement should be customized to that sponsor's needs.

To begin your Sponsorship Proposal, you will need to create a list of incentives you're able to offer. Here are some examples:

- Complimentary tickets (factor this as an expense).
- Logo on printed and digital marketing.
- Logo on printed materials at event.
- Verbal recognition at event.
- Event-related freebies or discounts to attendees who purchase the sponsor's product.
- 'Step and Repeat' with their logo.

Sponsorship Proposal Template

Dear (Potential Sponsor's Name),

One in five Canadians are affected by a mental health disorder with 70 per cent of them beginning during childhood and adolescence. We are hosting *(insert event name here)*, a fundraiser for CASA Mental Health, to support their ongoing development and delivery of programs and services and to raise awareness about children's mental health.

On any given day, hundreds of children and families access CASA's services. Their health conditions are diverse and may include depression, anxiety, suicidal feelings, self-harm, social withdrawal, fetal alcohol spectrum disorder and addictions. CASA provides mental health services designed to meet the specific needs of children and their families affected by mental illness in Alberta. Over 4,000 children and their families need CASA's services each year and the number continues to grow.

Our event will include *(list details about the event – e.g. silent auction, a dinner, signature drinks, door prizes, 50/50 draw)*. Sponsorships and donations will cover all incidental costs such as the *(list expenses – e.g. venue rental, food and beverage)*, allowing our end donation to CASA Mental Health to be the highest possible.

(If seeking cash sponsorship)

How can you help? We are seeking sponsorships to support the event expenses. CASA Mental Health is able to issue non-official tax receipts for sponsors.

| SPONSORSHIP LEVEL (Cash) | COMPLIMENTARY TICKETS | LOGO ON MARKETING | LOGO ON PRINTED MATERIALS | VERBAL RECOGNITION AT EVENT |
|--------------------------|-----------------------|------------------------------------|---------------------------------|-----------------------------|
| \$500.00 | 2 | Facebook | | ✓ |
| \$1,000.00 | 2 | All Social Media | | ✓ |
| \$2,500.00 | 4 | All Social Media + Print Materials | Program | ✓ |
| \$5,000.00 | 4 | All Social Media + Print Materials | Program (Page 1), banners, menu | ✓ |

(If seeking in-kind sponsorship)

How can you help? We are seeking an in-kind sponsorship to provide *(list item here – e.g. a welcome gift to all attendees)*.

| SPONSORSHIP LEVEL (In Kind) | COMPLIMENTARY TICKETS | LOGO ON MARKETING | LOGO ON PRINTED MATERIALS | VERBAL RECOGNITION AT EVENT |
|-----------------------------------|--------------------------|--|---------------------------------------|-----------------------------------|
| \$1,500.00 | 2 | Facebook | | ✓ |
| \$3,000.00 | 2 | All Social Media | | ✓ |
| \$7,500.00 | 4 | All Social Media + Print Materials | Program | ✓ |
| \$15,000.00 | 4 | All Social Media + Print Materials | Program (Page 1), banners, menu | ✓ |

Please note that all of these sponsorships are customizable based on your needs.

We are graciously open to any support you are able to provide. If you prefer to make a donation rather than provide a sponsorship, CASA Mental Health will issue you a tax receipt. We look forward to your feedback and partnership.

Sincerely,

(Your name)

(Your email address)

(Your phone number)

Closing the Deal

Meet with your prospective sponsors and collaborate to decide sponsorship details, such as:

- Value of their sponsorship – you will notice in the Sponsorship Proposal Template that in-kind sponsorships are typically valued at three times a cash sponsorship (e.g. \$1,000 cash is equivalent to \$3,000 in goods or services.).
- Which incentives you're able to offer – make sure these are achievable incentives.
- Establish a timeline – confirm when the payment is due.

This information will be compiled into a Sponsorship Agreement to be signed by both parties.

Sponsorship Agreement Template

This Sponsorship Agreement (the “Agreement”) is made and entered into as of the last signature date below (the “Effective Date”) by and between **(Your Name)**, located at **(Your Address)** (the “Organizer”) and **(Sponsor Name)**, located at **(Sponsor Address)** (the “Sponsor”).

(Your Name) is hosting **(Event Name)** for CASA Mental Health on **(Event Date)** at **(Event Location)**. In consideration of the mutual promises and covenants contained in this Agreement, the parties hereby agree as follows:

1. **Organizer Obligations** – In consideration for the Sponsor’s participation in the event, the Organizer shall provide the Sponsor with **(incentives)**.
2. **Sponsor Obligations** – For its participation as a Sponsor in the event, the Sponsor shall pay a Sponsorship Fee of **(sponsorship value)** to **(Your Name)**.

The Sponsorship Fee is payable to **(Your Name)**, due on **(date due)**.

Organizer Name

Sponsor Name

Organizer Signature

Sponsor Signature

Date

Date