



SPONSORSHIP!

TIPS & TRICKS





There is no magic bullet.



It's a marathon

- Timeline
- Start now for next year (and beyond)
- Cultivation takes time – and is never finished
- But it's not too late!



Know your community!

- Donors and sponsors will come from the people who already know you
- Do your research
- Who is your audience? What makes them tick?
 - Use multiple channels and approaches
- Ask!

Telling Your Story

- What are you all about? What do you do that is unique? Why should people care about supporting you?
- Elevator pitch
- Boilerplate for grants, letters, etc.
- Sponsor decks
- Be specific! Spell everything out



What can you offer in exchange?

- Visibility
 - Onsite signage/pop-up banners
 - Table space at the event
 - Their logo on your programs, post cards, step-and-repeat ...
- Special access & VIP Experiences
 - Meet the artists/sneak peek/behind-the-scenes experiences
 - Comp tickets
 - Receptions
 - Two reserved tables
 - Merchandise





You cannot thank people often enough!