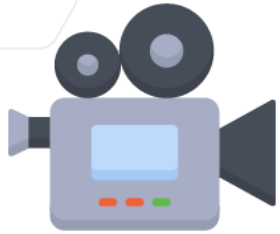


# Fundraising Event Essentials: Sponsorship Sales & Engagement Tips



Donation Forms | Event Registration  
Text Fundraising | Peer-to-Peer | Auctions



+ **We're recording this webinar!** We'll send you a copy after the webinar is complete.



+ **Feel free to ask questions!** Use the Q&A option to ask questions and the chat option for general discussion: we'll answer all questions in a Q&A portion at the end of the presentation.



+ Share your highlights and takeaways on your favorite social media channel and make sure to give us a follow!



## FUNDRAISING TECH

# Made for you



### Designed with you in mind

Designed for fundraisers by fundraisers through customer-led development input



### Time saving data tools

Save time, attract and retain donors, and raise more money with all of your fundraising data in one place



### Powerful integrations

Easily integrate with your third-party CRM, email provider, and accounting software

# Meet the Speaker



## Justin Cook, Director of Demand Generation

- + With Qgiv for 5 years and a marketing professional for over 7!
- + Digital marketing and optimizing the user journey are my areas of expertise.
- + I have 3 animals: 1 dog and 2 cats.



# + What We're Covering Today

- + How to create a sponsorship packet (and important things to include)
- + How to recognize your sponsors before, during, and after your event
- + Making the ask and communication tips
- + How to use Qgiv's tools to highlight your sponsors



# The Benefits of Sponsorships

- + Offsetting the cost of events
  - Financial support
  - Item donations
  - In-kind donations, including services, venues, food, beverages, etc.
- + Increased awareness of your mission
- + Strengthen relationships with your local community leaders
- + Potential source for volunteers or an additional fundraising stream (peer-to-peer fundraising)



# Sponsorship Packet & Benefits



Donation Forms | Event Registration  
Text Fundraising | Peer-to-Peer | Auctions



# + Set Sponsorship Goals

Determine your sponsorship goals for your event during the planning phase. You'll use this to determine how many sponsors you'll need to reach that goal.

- + Base your sponsorship goal on event type & overall goal
- + Use previous event data to set a realistic goal
  - Increase returning sponsor revenue (5%? 10%? 15%?)
  - Securing new sponsorships (how many?)
  - Get granular and develop a goal for all sponsorship types
- + Use a formula to calculate needs
  - Event Goal = Sponsorship Revenue + Ticket Sales + Onsite Sales
- + Visualize your event goals in your fundraising dashboard.







# + Sponsorship Benefits

Whether they are providing financial support, in-kind donations, or media/promotions, it's important they see the value of participating.

- + Positive name recognition
- + Online placements & tickets
  - Logos in communications and on event pages
  - Send sponsorship callouts through push notifications, text message, or through email.
  - Incentivize sponsorships with tickets or have packages “sponsored by”
- + Onsite placements
  - Onsite “thank you to our sponsors” and dedicated callouts.
  - Offer logo and ad placements on programs or signs
- + Your fundraising tools are an easy way to provide value to sponsors.



**Make a Contribution, Help Those in Need**

Make a difference in the lives of those in need. Our mission is to provide help to those who need it including: at-risk youth, medical treatment and research, arts, the homeless and hungry, and many more.

Their are multiple ways to contribute to our organization:

1. Make a donation through a donation form
2. Raise funds on behalf of our organization through a peer-to-peer fundraiser
3. Register for one of our fundraising auction events

Check back for updates on our fundraising progress this year! We can't wait to see the results.

0% 20% 40% 60% 80% 100%

**\$101,939,287.60**  
achieved

**\$900,000.00**  
goal

**11326%**  
of your goal reached

Thank You to Our Sponsors!

Sponsors

Wonderful Wishes | Qgiv | Sunrise Bounty | Lakeland Food Pantry | Hollingsworth Community College

Ronald McDonald House of Great  
Watch later | Share

Watch on YouTube





# Sponsors on Event Pages

## Dedicated sponsor page

Thank You To Our Sponsors and Collaborators!

**Sponsors**

Microsoft	Turner	Magic Cabinet
Bristlecone Advisors	Symetra	Boeing

**Collaborators**

Gamers Engaged	MathTalk	Encompass

Jose Martí Child Development Center

## Add sponsor gallery

GAME ANGRERS

75% of your goal reached

Math is everywhere! You are invited to explore math's universality and impact at Zeno's 5th annual Game Changers community celebration + fundraiser.

Join us virtually over your lunch hour on Thursday, October 27 to celebrating community partnerships, amplifying the voices of families, and help raise critical funds to support Zeno's early math work.

Looking for fun and play with a purpose? Meet us in person at The Pre Game, Tuesday, October 25. Experience the fun with your friends and family over a drink and appetizers, a silent auction, and games! Kids are welcome.

Donate Now

Register For This Event

Thank You To Our Sponsors and Collaborators!

**Sponsors**


**Giving Menu**

- \$314
- \$150
- \$50
- \$25
- \$10
- \$5

## Add sponsor slideshow

ation Amount & Your Message to

100%  
80%  
60%  
40%  
20%  
0%

\$79,202.34 achieved

\$100,000.00 goal

79% of your goal reached

**Huntington**  
Table Sponsor

**Event Sponsors**

Eisai	James Investment



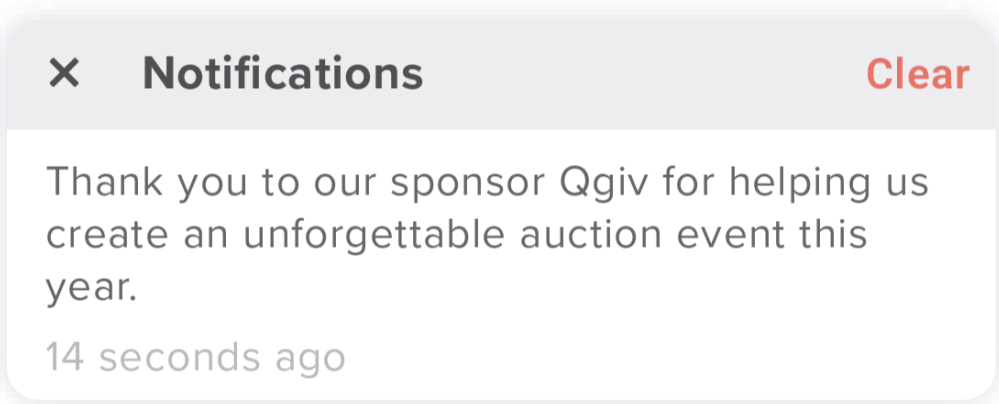
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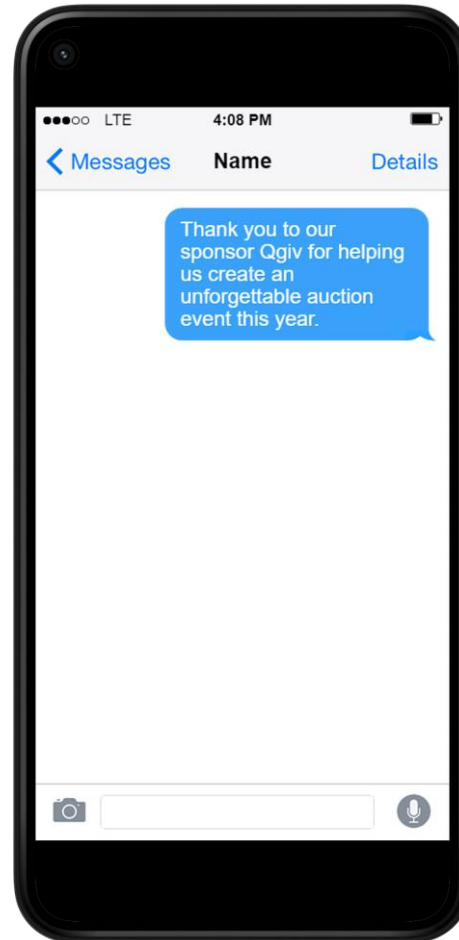


# Sponsor Callouts

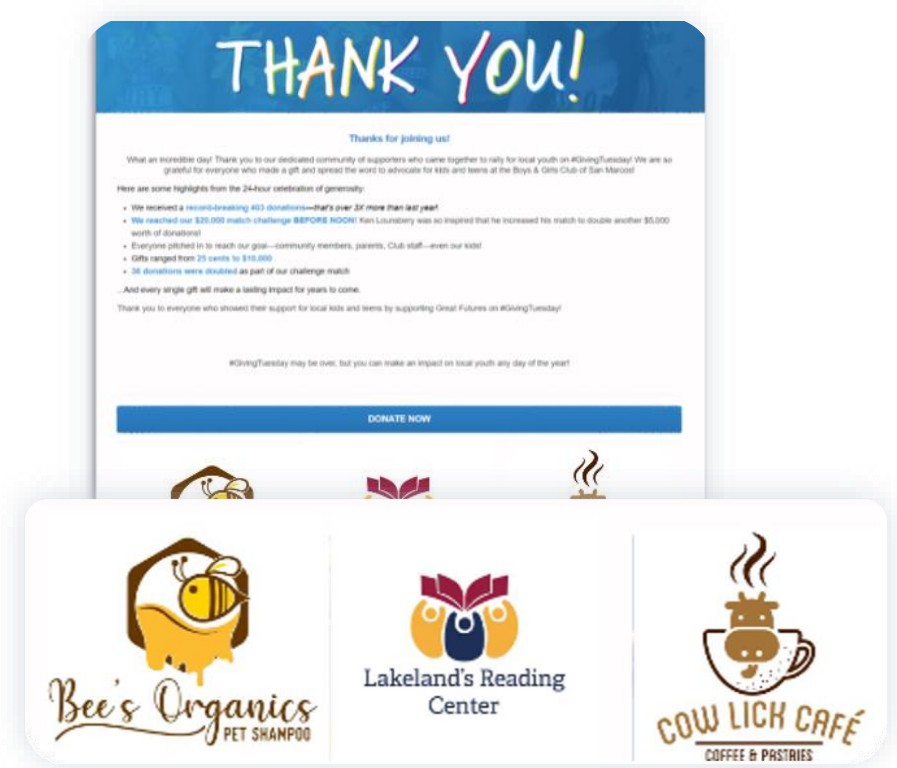
## Push notifications



## Text message



## Registrant thank you email and receipts





# Showcase Sponsors

## Fundraising Hub

This Year  
**Make a Difference**

**Make a Contribution, Help Those in Need**

Make a difference in the lives of those in need. Our mission is to provide help to those who need it including: at-risk youth, medical treatment and research, arts, the homeless and hungry, and many more.

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Sponsors




Wonderful Wishes




Qgiv




Sunrise Bounty




Lakeland Food Pantry



Hollingsworth Community College



Watch on  YouTube

## Live Screencast

**4 Paws for Ability**  
25th Anniversary Gala  
Thank you!

Text "DOGS" + Donation Amount & Your Message to 50155  
(eg., DOGS \$125 We love 4 Paws!)

**\$79,202.34**  
achieved


**\$100,000.00**  
goal

**79%**  
of your goal reached


Donor Shout Outs

- \$12.74 For Roulette????
- \$26.00
- \$156.00


Event Sponsors




Freshpet



Eisai



James Investment



Grisak and Associates  
Ameriprise Private Wealth Advisory Practice  
Ameriprise Financial  
Table Sponsor



Donation Forms | Event Registration  
Text Fundraising | Peer-to-Peer | Auctions





# + Sponsor Placements

Email

It's the most exciting time of the year! We've partnered with [RBM of Alpharetta](#) to raffle off a gorgeous [2023 Mercedes-Benz GLA 250 SUV!](#)

While being sleek, it's also spacious! This is a superior vehicle with room for five and the capacity to travel from 0 to 60 in 6.8 seconds!

This partnership is special because [RBM of Alpharetta](#) donates the vehicle to [Bert's Big Adventure!](#) This means that your purchase of a raffle ticket not only buys you a chance to win, but every dollar also supports our programs!

[Purchase Your Chance](#)



Apella Capital  
 Avalon  
 Brett Finkelstein + Jacqueline Hovarth  
 Carter's Charitable Foundation  
 Catwalk Productions  
 CEO Lawyer  
 Dean Crownover  
 Drybar at Avalon  
 Enterprise Holdings Foundation  
 Evereve Avalon  
 Fur Bus  
 Gas South  
 Justin Peterson + Zack Williams

Kendra Scott Avalon  
 Knuckies  
 NSXPO Atlanta Event  
 Profiles Investigations  
 Rule One Investing  
 T3 Event Rentals  
 The Corban Family  
 The Maxwell Adventure Team  
 Trish Overton  
 Uptown Concierge  
 Van Michael Salon  
 Woodhouse Spa Avalon  
 Zaxby's

## Thank you on social media





# Sponsorship Levels

The last step before crafting your sponsorship packet is organizing your benefits into sponsorship levels. Create tiers based on benefits and theme them to your event.

## + Sponsorship tiers

- Highest tier: logo placements, signage, full-page ad in event program, announcement, sponsor callout
- Second sponsorship tier: logo placements, signage, half-page ad, sponsor callout
- Third sponsorship tier: logo placements, a banner, quarter-page ad, sponsor callout

## + Create a custom page for sponsors to view benefits.

- Link to your sponsorship packet
- Add your sponsorship levels and descriptions



### SPONSORSHIP OPPORTUNITIES

#### PRESENTING MIRACLES SPONSOR - \$25,000

##### • MEDIA/RADIO

- Inclusion in 30 promos on a local radio station 106.5 Talk Radio. Plus, ROS impressions on the station and website. Website and social media exposure. Company name will be mentioned extensively in radio promotion including King and Queen Interviews, and/or contests.

**TOTAL RADIO MEDIA VALUED over \$50,000**

##### • MEDIA/TV

- Minimum of (75) :30 on air promos to air on WKRG, WFNA, EKRG four weeks leading up to the event; (1) Mark Your Calendar to promote Annual Mardi Gras Ball; (2) Cooking Segments with John; Digital Web Ads on WKRG.com; Facebook Post on the WKRG Facebook page; WKRG Coverage of the Event; w/Live Facebook; One offsite segment at Wind Creek.

**TOTAL TV/ONLINE MEDIA VALUED over \$80,000**

##### • MEDIA/PRINT

- Inclusion in 3 Lagniappe ads.  
**Value \$1,281**

##### • PRE-EVENT

- Presenting Sponsor recognition in all news releases and media communications  
**Value \$1,000**

##### • EVENT NIGHT

- Three tables with premier seating (tickets for 30 guests)
- Logo placement on exclusive Presenting Sponsor sign placed at entrance to the event
- Formal on-stage sponsor recognition during program
- Presenting Sponsor recognition in slide presentation at event
- Full page ad on the inside front cover of event program book

##### • OTHER OPPORTUNITIES

- Company name will be mentioned extensively in all radio promotion including King and Queen Interviews, and contests
- VIP Room Access. Feel like the king and queen of the ball - have top shelf drinks and special hors d'oeuvres with short lines.
- One (1) golf team in our annual charity golf tournament

**GRAND PACKAGE VALUE: \$131,000**



# Sponsorship Packet

Your sponsorship packet is the best way to describe the benefits of your event to potential sponsors. To create the best packet possible, you want to include the following:

- + Information about your organization
- + Your mission, event details, fundraising goal, and the audience
- + A response deadline and contact information
- + Sponsorship levels with associated benefits
- + Link to your online registration form or direct sponsors how to purchase



# How to Ask for Sponsorships



Donation Forms | Event Registration  
Text Fundraising | Peer-to-Peer | Auctions





# + How to Make the Ask

There are plenty of ways that you, your staff, volunteers, or board members can reach out to potential sponsors. A few things to keep in mind when you go to make the ask:

- + In person presentations
- + Align your team
  - Make sure staff know the benefits and can explain them
  - Keep track of all engagements
- + Create personalized communications based on the sponsor and your ask
  - What sponsorship type are you asking?
  - What are you asking for in exchange for their sponsorship?
- + Add impact statements and images to your asks



# Make Purchasing Sponsorships Easy

Secure more sponsorships by making it easy to purchase them! Utilize a combination of online and offline tools to provide the best payment process for potential sponsors.

- + Add sponsorship packages on your registration form or create a separate form
  - Organize your packages into groups
  - Reiterate the benefits of each level
- + Offer multiple ways to pay
  - Cash, check, credit card, ACH, digital wallets
  - Add offline purchases to your fundraising tools
- + Create a seamless process for sponsors to share tickets

The screenshot displays a ticket purchasing interface for the "3rd Annual Sidewalk Market" on Monday, 4/01/2024, 9am EDT - 2pm EDT, in Downtown Lakeland. The interface is titled "Choose Your Tickets" and features a progress indicator with three steps, the first of which is active.

**Tickets**

- General Admission**  
\$10  
1 Ticket Included  
Quantity: 0 (dropdown)  
Buy 2 or more to get a discount!
- V.I.P. Admission**  
\$25  
1 Ticket Included  
Status: Sold Out  
Description: This admission comes with perks! You'll get a free t-shirt and early access before we open to the public at 9am! Be one of the lucky few to browse the market without crowds from 8am - 9am.
- Sponsors**
  - Digital Sponsor**  
\$500  
1 Ticket Included  
Description: Sponsorship includes your logo added to the market's sponsorship page online, emails promoting the market, a dedicated social media post per month, and one email blast per month.  
Quantity: 1 (dropdown)
  - Onsite Sponsor**  
\$500  
1 Ticket Included  
Description: Sponsorship includes one banner and sign at the market, logo placements in market programs, one half page ad in market programs, and sponsorship announcements.  
Quantity: 0 (dropdown)

**Your Summary**

- TICKETS x 1
- Digital Sponsor: 1 Ticket Included, \$500, Remove
- Subtotal: \$500
- Total: \$500
- Promo Code: [input field] [Apply button]



# Thank Your Sponsors

Stewardship doesn't stop after the purchase! You still need to thank your sponsors.

## + Craft a sponsorship receipt

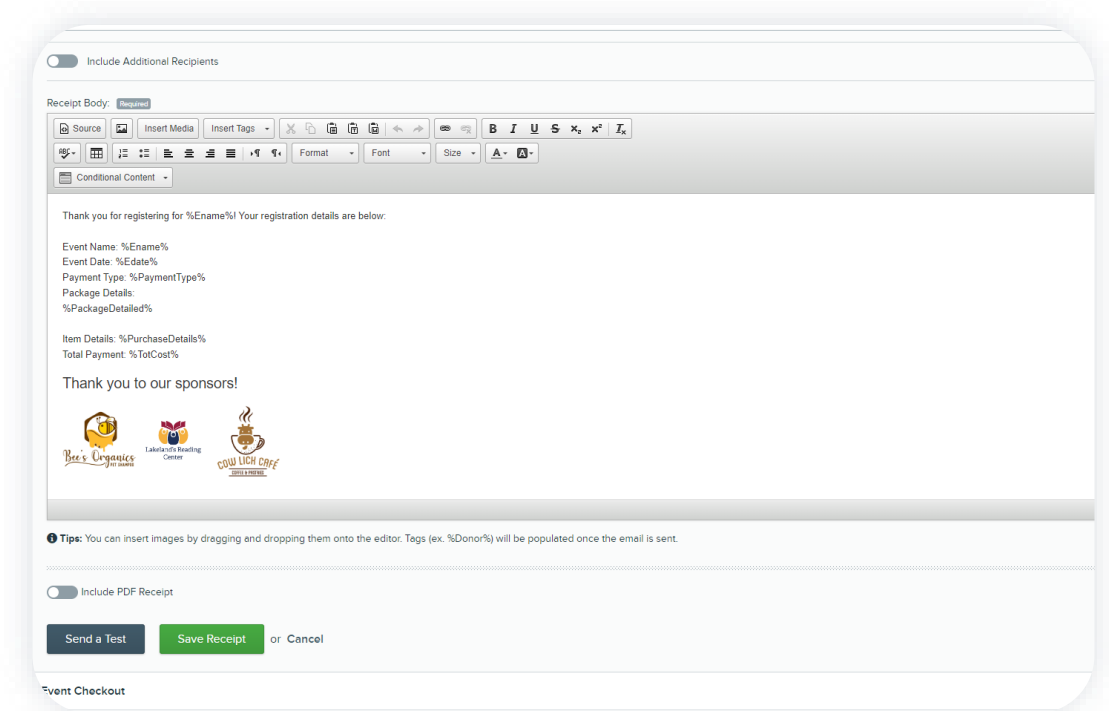
- Provide an itemized summary of the donation for tax purposes
- Write a personalized thank you
- Get them excited for the event and reiterate impact

## + Thank sponsors at your event

- Create a list of important people at your event and make sure to find and thank them

## + After the event:

- Send another thank you email
- Call them and ask about the event and for feedback



The screenshot shows a receipt editor interface. At the top, there is a toggle for "Include Additional Recipients". Below that is a "Receipt Body" section with a rich text editor toolbar. The main content area contains the following text:

Thank you for registering for %Ename%! Your registration details are below:

Event Name: %Ename%  
Event Date: %Edate%  
Payment Type: %PaymentType%  
Package Details:  
%PackageDetailed%

Item Details: %PurchaseDetails%  
Total Payment: %TotCost%

Thank you to our sponsors!

Below the text are three logos: "Bee's Organics", "Lakeland's Reading Center", and "COW LICH CAFE".

At the bottom of the editor, there is a tip: "Tips: You can insert images by dragging and dropping them onto the editor. Tags (ex. %Donor%) will be populated once the email is sent." Below the tip is a toggle for "Include PDF Receipt" and buttons for "Send a Test", "Save Receipt", and "Cancel".



+

# Sponsorship Management

Sponsors are a major part of your event and can provide financial support, in-kind donations, or media/promotions. It's important they see the value of your sponsorship and that you deliver on the benefits described in your packet.

## + Make a checklist

- Keep track of all the placements

## + For onsite benefits:

- Include assets in your binder
- Ensure sponsor announcements and callouts are scheduled

## + For online benefits:

- Create tasks for staff to add sponsors
- Monitor communications



# Qgiv's Event Tools

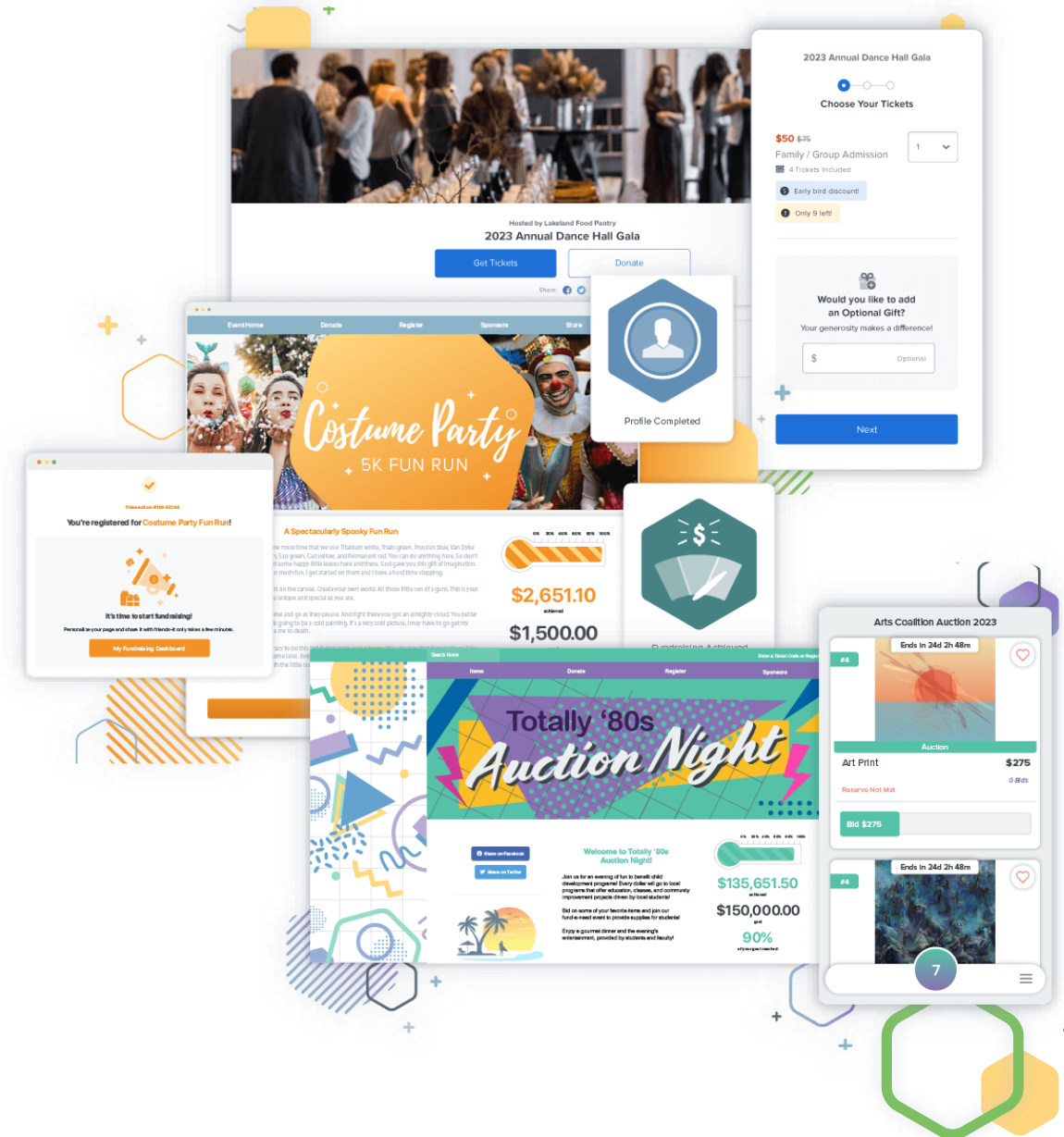


Donation Forms | Event Registration  
Text Fundraising | Peer-to-Peer | Auctions

# Online Event Registration

No matter what type of event you're looking to run, Qgiv can help you every step of the way:

- + Accept registrations online and create beautifully branded landing pages with Qgiv's **event registration tools!**
- + Empower donors to raise funds on your behalf with **peer-to-peer fundraising.**
- + Create and manage your **auction events** through Qgiv's auction app.



Donation Forms | Event Registration  
Text Fundraising | Peer-to-Peer | Auctions



+

# Onsite Engagement

Manage your attendees before and onsite at your event with these tools.

- + Quickly search, check in, check out, or add purchases/donations with a **virtual terminal**.
  - Available in an app or online. It's easy to train staff and volunteers!
- + Accept purchases quickly with **card readers**.
- + Create a **virtual layout of your table and seating** to optimize the flow of your event.
- + Use text fundraising to accept **pledges and send event updates**.





# Have Questions?

Are you a Qgiv customer?

Email us at  
[support@qgiv.com](mailto:support@qgiv.com)

Interested in using Qgiv?  
Request a demo through  
[qgiv.com/demo-request](http://qgiv.com/demo-request)

Have questions about  
best practices?  
Visit [qgiv.com/blog](http://qgiv.com/blog)





# Meet the Team



Heidi Morris  
Customer Success Manager



Caitlin Lipham  
Customer Marketing Manager

# Q&A



Donation Forms | Event Registration  
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