

Sponsorship Quick Reference

Soliciting local sponsors is encouraged. Sponsors are a great way to help cover expenses and double as marketing partners. Local businesses can hang a poster, sell tickets, talk it up with customers, and notify those on their mailing list. Cultivate these relationships and you will get not only money but increased attendance!

Sponsors can also add a lot of value to the event with raffles, free services and food donations. You can get sponsors to donate just about anything - services (printing, advertising, airtime on local radio), food and beverages (to sell at the event), or goods for a raffle (outdoor equipment, gym memberships, etc.).

It's good to solicit businesses who have supported your past events, but keep in mind that one sponsor may be a good fit for one event but not another. You want progressive, forward-thinking businesses looking to align themselves with an environmental event which will position them as a green business.

Cash Sponsors: Set up sponsorship incentives. Incentives should include what sponsors receive if they give money. Create different levels of sponsorship. With each level, the perks increase as the dollar amount goes up. Sponsors may be more inclined to offer support if they know the event is a fundraiser for a grassroots environmental organization.

In-Kind Sponsors: Many businesses prefer to give in-kind donations versus cash (goods or services).

Trade: Trade sponsorship for as much as you can - venue tech, musicians, advertising, printing, supplies, tech equipment. Get donations to cover items you would have to buy anyway – food, drinks, candy, popcorn.

Raffle: Raffles are a fun way to raise more funds! Get donations from local businesses and sell tickets both ahead of time and during the event. Get some high dollar items, even a trip if possible!

Giveaways: Get a local business to donate a free gift to the first 100 people.

Where to look for local sponsors?

- Outdoor stores
- Local restaurants, breweries, bakeries
- Local hotels or bed and breakfast inns
- Beverages companies
- Adventure companies or guiding services/outfitters
- Local newspapers and radio stations
- Other non-profit organizations
- Natural food stores
- Coffee houses

What you can offer sponsors:

- Host Clips

- Host Slides with Logos
- Thank you from MC
- Shout out in the chat
- Free Tickets to festival
- Logo/link on website
- Logo on poster, if high level
- Logo on giveaways: water bottles, cloth tote bags, etc.
- A special trip – river, hike

Important Tip:

Simply dropping off a letter and your benefits spreadsheet with a smile will not get your event sponsored, no matter how worthy the cause. Sponsorships come through carefully fostered relationships, time, respect, and understanding just how much and event like yours an offer businesses and organizations trying to get their name out to your community. It is worth putting yourself out there through a concerted effort to get sponsorships to offset the cost of the event. The earlier you start soliciting sponsors, the better!