

## Sponsorship Quick Reference

Sponsorships help cover event costs, boost marketing reach, and grow community connections. A good sponsor doesn't just give money—they also spread the word, sell tickets, and engage their networks.

### Types of Sponsorships

#### Cash Sponsors

- Create clear sponsorship levels with increasing perks (logos, tickets, recognition).
- Emphasize that funds directly support grassroots environmental work.

#### In-Kind Sponsors

- Many businesses prefer donating goods or services: printing, advertising, radio airtime, food, beverages, or raffle prizes.
- Ask for items you'd otherwise have to purchase—venue support, tech equipment, musicians, supplies, food and beverage.

#### Raffles & Giveaways

- Raffles raise extra funds—seek standout prizes (outdoor gear, local perks, WSFF swag).
- Giveaways like free gifts for the first 100 attendees or early ticket purchasers create buzz.

#### Where to Look for Sponsors

- Outdoor gear shops
- Restaurants, breweries, bakeries
- Hotels, B&Bs, adventure companies
- Beverage companies
- Local media (radio, newspapers)
- Natural food stores, coffee houses
- Other nonprofits

#### What You Can Offer Sponsors

- Logo on posters, slides, website, or giveaways (bags, bottles, shirts)
- Verbal thank-you from MC or during announcements
- Complimentary tickets
- Unique experiences (guided hike, river trip)

#### Key Tips

- Focus on businesses aligned with environmental values and community-minded missions.
- Relationships matter more than letters—follow up, meet in person, show genuine interest.
- Start early—sponsorships take time to secure.
- Aim for mutual benefit: your event gains support, while sponsors gain visibility as a “green” leader in the community.