

## Companies Benefit From Sponsorship!

Understanding and articulating the ways in which prospective sponsors benefit from working with IFMAOC programs or events is very important. This becomes the foundation for selling sponsorship opportunities. Everyone likes to help out a great cause; however, companies are looking for a win-win relationship. Be sure to explain exactly how sponsoring your programs or events will provide value to the local businesses you are prospecting.

### **Benefits your IFMA Programs or Fundraising Event provides to Sponsors:**

#### **Inclusion in Promotional Materials:**

Where do you intend to promote your event and how many people will you reach?

How will sponsors be mentioned? (i.e. link from your IFMAOC website ["A Slice of Orange"], logo inclusion on program flyers, mentions in media press releases, etc.)

#### **Exposure at the Event:**

- How many people are expected to attend the event? Make sure to let them know that their involvement will expose them to potential facility management customers!
- Will sponsors have a tent or table onsite where they can educate people about what their business does or generate leads? Businesses are always looking for ways to reach new potential customers.
- Perhaps if they are a company that sells products or services that correlate with a program event (i.e. food and beverage companies), your event could be a great venue for sampling!

#### **Don't Forget the Basics**

In addition to pairing the mission of your potential sponsors and the activity or mission of your event, remember that other general benefits exist for lending sponsorship. These benefits may include:

- Increased exposure in the community
- Tax deductions (check with your organization's tax advisor for details)
- Opportunities for teambuilding and employee development

#### **Be Creative**

When considering how to get sponsors to support a program, think outside the box and find compelling tie-ins for associate businesses. For example, insurance companies may be able to create special slogans pertaining to health and safety. Or invite a local furniture store to set up a "rest stop" for your participants where they can feature some of their best-selling lounge chairs.

## **Be Organized**

- Develop a corporate sponsor packet with a concise cover letter.
- Determine what your associate members will provide in exchange for sponsorship. For example, use of logos on signs, tee shirts, websites, or in publicity materials.
- Brainstorm a list of prospective sponsors. Delegate each prospect and create a concrete timeline for approaching each prospect.
- Make sure to obtain the logos for each sponsor as you go. You'll be thankful that you have them ready when it's time to post on your website or print program materials.
- Don't forget to thank your sponsors! Mention the contributions of each sponsor at the event, and send thank you letters. This may bring them back again for annual events.

The possibilities are endless. Don't be afraid to think outside the box.