

Creating Digital Sponsorship Packages

This playbook outlines the steps necessary for developing digital sponsorship packages. It focuses on delivering value to sponsors and enhancing the experience for attendees of virtual and hybrid events.

Step 1: **Research**

Conduct thorough market research to understand sponsor needs and expectations. Look at past sponsorships and consider what worked well and what could be improved. Survey potential sponsors for input on desired features and benefits.

Step 2: **Define Goals**

Determine the objectives of your digital sponsorship packages. Establish clear goals, such as increasing brand awareness, lead generation, or audience engagement, that align with both event and sponsor targets.

Step 3: **Identify Assets**

List the digital assets available for sponsorships, such as virtual event banners, sponsored sessions, digital booths, social media mentions, or branded materials. Ensure they can be packaged into valuable offerings for sponsors.

Step 4: **Create Tiers**

Develop tiered sponsorship levels to cater to various sponsor budgets and engagement levels. Structure the levels to offer escalating value, ensuring exclusivity and premium benefits for higher-tier sponsors.

Step 5: **Set Pricing**

Determine competitive pricing strategies for your digital sponsorship packages. Consider the value of the digital assets, market rates, and what sponsors are willing to pay. Ensure transparent pricing to build trust with sponsors.

Step 6: **Design Packages**

Design and document attractive sponsorship packages, incorporating creative and innovative digital opportunities. Use engaging visuals and clear descriptions to outline what each package includes.

Step 7: **Marketing Plan**

Develop a marketing plan to promote the digital sponsorship packages to potential sponsors. Utilize email campaigns, direct outreach, and promotional materials that highlight the benefits and ROI for sponsors.

Step 8: **Sales Training**

Train your sales team on the digital sponsorship packages. Ensure they understand the features and benefits of each tier, as well as best practices in communicating with sponsors and closing deals.

Step 9: Launch Sales

Initiate the sales process by reaching out to potential sponsors, leveraging the marketing plan and sales training. Keep track of responses and adjust strategies accordingly.

Step 10: Monitor & Adapt

Regularly monitor sales performance and gather feedback from sponsors. Use this data to refine and adapt digital sponsorship packages as necessary to meet sponsor needs and market demands.

Step 11: Deliver & Support

Ensure the successful delivery of benefits to sponsors and provide ongoing support. Maintain open communication channels with sponsors for assistance and to cultivate a strong, lasting relationship.

General Notes

Flexibility

Stay flexible and be willing to customize packages for specific sponsors when it aligns with event goals and assets available.

Value Measurement

Develop a system for measuring and reporting the value delivered to sponsors, to demonstrate ROI and encourage future sponsorships.

Legal Considerations

Ensure legal review of all sponsorship agreements to protect the interests of your event and the sponsors.

