# Conference Sponsorship Management

This playbook describes the process of attracting sponsors for a conference, engaging in negotiations to secure financial support, and maintaining positive relationships with those sponsors throughout the event planning and execution phases.

### Step 1: Identify Prospects

Create a list of potential sponsors by researching companies that align with the conference's mission and audience. Use resources such as industry directories, past event sponsors, and competitor analysis.

### Step 2: Develop Packages

Design a range of sponsorship packages with varied benefits and price points. Ensure packages include valuable opportunities for sponsors such as branding, speaking engagements, exhibitor space, and VIP treatment.

### Step 3: Outreach

Initiate contact with potential sponsors through personalized emails or calls, providing them with event information and sponsorship opportunities. Follow up persistently but respectfully.

### Step 4: Negotiate Terms

Engage in discussions with interested sponsors to tailor sponsorship packages to their goals. Negotiate terms that meet both parties' objectives, focusing on delivering value.

### Step 5: Formal Agreement

Draft a sponsorship agreement outlining the terms, benefits, and obligations of both the sponsor and the event. Have all parties review and sign the agreement to formalize the partnership.

### Step 6: Fulfill Obligations

Implement the agreed-upon sponsorship benefits, such as logo placement, advertisements, and sponsored sessions. Ensure all team members are aware of sponsor expectations.

### Step 7: Maintain Communication

Keep sponsors informed with regular updates about the event planning progress, attendance metrics, and any changes that may affect their sponsorship benefits.

### Step 8: Post-Event Follow-Up

After the event, provide sponsors with a comprehensive report of the outcomes and benefits they received. Solicit feedback and discuss potential for future partnership.

## General Notes

### Monitor Competition

Stay informed about competitor events and their sponsors to understand market trends and identify potential sponsors who may have interest in your event.

### Legal Review

Ensure that all sponsorship agreements are reviewed by a legal professional before finalizing to protect both the event organizers and the sponsors.