

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.

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