

Donors, Sponsors, and More!

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PA Recreation and Park Society

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Objectives

- 1. Discuss and explore definitions for a **variety of partnerships** that are formed to provide financial support for our projects and agencies.
- 2. Consider how to create **relationships that work** in each of these different types of partnerships.
- 3. Explore together how each partnership and relationship has a **role to play** in the success of your programs and agencies

+ Q & A time to discuss!

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Let's Talk About...

- Donor
- Sponsor
- Marketing Partner

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Donor

- **Philanthropy**
- Philanthropic supporter who gives financial support to the important mission-based work of the organization for now and the future.
- Donors receive appreciation and thanks from the organization.
- Involves relationships, emotions, passion for causes, and your important mission-based work.

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Sponsor


- Mission based, mutually beneficial agreement
- A business or person who wishes to provide financial or in-kind support to an organization for its important mission-based work and receives a defined package of opportunities, exposure, recognition or marketing in exchange for this sponsorship.
- The financial amount of the sponsorship exceeds the value of the returned perks and is based on supportive engagement with the work that the organization does.

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Marketing Partner

- Sales Contracts and Agreements
- This partnership is based on exchange of services (sales). Organization offers a package of marketing and outreach services that the business or person purchases for a price that matches those services.
- Sometimes discounts have also been offered to these partners.

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Why Define These?

- Clarify expectations and returns
- Evaluate which type(s) your organization needs
- Set up systems that support these expectations

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The One Thing to Remember:



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Make Sure the Relationship Works

What Do They Need? What Do You Need?

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Sample: Nature Center Event

<p>Nature Center:</p> <ul style="list-style-type: none">• Booth / Table with chairs• Printed signs & Announcements• Included on banners and all social media, website, etc.• Radio promos and other marketing	<p>Bob's Kayak Sales</p> <ul style="list-style-type: none">• \$100 Sponsorship
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Is This a Sponsorship?

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Sample: Library Puppet Show

Library:

- \$500 to pay puppeteers
- Staff time (day of, prep)
- Marketing, printing costs, social
- MISSION to provide kids programs

Animal Safari Toy Store

- \$1,000 sponsorship

Is This a Sponsorship?

Covers the cost of the puppet show and supports the mission of providing exceptional free children's programming.

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Example: Highland Event

Scottish Highland Days

- Booklet ad (half page): \$250
- Materials in grab bags: \$100
- Website Logo: \$100
- Social media tags/logos: \$100

Mary's Mead and Brew

- \$550 for paid marketing

Is This a Sponsorship?

*Mary calls after and says she doesn't feel the social media got enough likes and doesn't want to pay for that part.

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Can I Have a Tax Receipt for That?



“No goods or services were provided in exchange for this donation”

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Leonard TEXAS Chamber of Commerce

We are seeking out sponsors for the 14th Annual Leonard Picnic in order to take the 2020 event to the next level! We are trying to get bigger name entertainment and more vendors in order to increase attendance. This way more people will see what is going on in our growing and thriving community!


Please direct questions and forms to **Blaine Alexander or Maria Bush**, 903-587-0300 or leonardchamberofcommerce@gmail.com **Forms due 3/15/24**

Business Name _____ Sponsorship Level _____
 Contact Name _____ Phone _____ Email _____

	Diamond Picnic Sponsor \$10,000	Platinum Picnic Sponsor \$5,000	Gold Picnic Sponsor \$1,000	Blue Picnic Sponsor \$500	Red Brick Picnic Sponsor \$100
Recognition on T-shirt	Largest Logo	Large Logo	Logo	Name	Name
Facebook Advertising	✓	✓	✓	✓	✓
Free Vendor Booth	✓	✓	✓	✓	✓
Advertisement in Leonard Graphic Picnic Guide	Full Page Color	Half Page Color	2x5 Color	2x4 B&W	
Shout out from Emcee	✓	✓	✓	✓	
Leonard Sports Assn. Tournaments Sponsorship	4 players in Golf Tournney, Tee, Greens, & 5 in 1 Sponsor	4 players in Golf Tournney, Tee Sponsor & 5 in 1 sponsor	Tee Sponsor & 5 in 1 sponsor		
FREE T-Shirts	10 Free Shirts	4 Free Shirts	2 Free Shirts		
Banner at Event	✓	✓	✓		
Interview on live Podcast	✓	✓			

Please make checks payable to **Leonard Chamber of Commerce**
P.O. Box 117 Leonard, TX 75452

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NEW HORIZONS 2018

2018 SPONSORSHIP LEVELS	PR	PL	G	S
	PRESENTING SPONSOR \$20,000	PLATINUM SPONSOR \$15,000	GOLD SPONSOR \$10,000	SILVER SPONSOR \$5,000
# of Tickets with reserved VIP seating at all conference meals, sessions and events	10	8	5	4
# of Guest rooms at The Hotel Roanoke & Conference Center	2	2	1	1
Exclusive naming rights	✓			
Exclusive signage recognizing sponsorship	✓	✓	✓	✓
Social Sponsorship Opportunity	✓	✓	✓	✓
Prominent banner as sponsor of event	✓	✓		
Space for additional corporate banner	✓	✓		
Podium time	✓			
Special recognition from podium	✓	✓		
Logo/Name prominent on all materials	✓	✓	✓	✓
Opportunity to present your promotional materials or items to guests	✓	✓		
Recognition in the program and equivalent recognition on the conference mobile app	✓	✓	✓	✓
Welcome letter in program	✓			
Exhibitor space (detailed below)	✓	✓	✓	✓
Option to present (1) forty-five (45) minute concurrent session	✓	✓	✓	✓

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Lead On! Gala Sponsorship Opportunities

	Legacy SPONSOR \$100,000	Anniversary SPONSOR \$50,000	Visionary SPONSOR \$25,000	Leadership SPONSOR \$10,000
Corporate Exposure at Event				
Corporate recognition from the stage at event	●			
Group of eight gala attendees	2 GROUPS	2 GROUPS	1 GROUP	1 GROUP
Event Signage				
Recognition on event signage throughout the guest experience - welcome, reception, digital program book	LOGO	LOGO	LOGO	NAME
Website & Social Media Recognition				
Recognition on website home page with hyperlink	LOGO			
Recognition on website event page with hyperlink	LOGO	LOGO	LOGO	NAME
Company profile highlighted on Access Living website	●	●		
Recognition on social media platform	●	●	●	
Print and Media Recognition				
Recognition on event invitation (print version)	LOGO	LOGO	LOGO	
Recognition on event invitation (email version)	LOGO	LOGO	LOGO	
Recognition in event program	LOGO	LOGO	LOGO	NAME
Corporate name in press release(s)	PRE & POST	PRE & POST	POST	
Listing in 2020 Annual Report	LOGO	LOGO	LOGO	NAME
Disability Inclusion Institute				
Corporate partner training for up to 10 people at Access Living	●		●	
Private training for up to 20 people at corporate office	●	●		
Customized consulting services	●			
Additional Benefit				
Experience Access Living's work with a private tour and lunch for 20 at Access Living. Meet with staff and learn what they do to strengthen and build the rights of people with disabilities.	●	●		

Hospitality SPONSOR \$60,000

Help us cover the most significant costs of the Lead On! Gala. Your company will be recognized at each table with your logo, as well as other great benefits.

Accessibility SPONSOR \$40,000

Partner with us to host one of the city's most inclusive and accessible events.

Reception SPONSOR \$7,500

Be the first sponsor guests see as they walk into the ballroom.

* Benefit deadlines vary and subject to change if event is virtual.

Additional opportunities include:

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Building Hope's 2023 Sponsorships

Support Building Hope's 3rd Annual "Journey Through Building Hope" Tours

Help us meet our goal of raising \$150,000 in sponsorships!

All sponsors are:
 Listed on our website
 Showcased during the fundraiser
 Invited to participate in our donor appreciation dinners

 <p>Seeds of Hope \$750</p> <p>Sponsorship Provides: -3 student fees for 1 year</p> <p>Marketing & Recognition -Logo on tour materials -Social media recognition</p>	 <p>Champions of Hope \$1,250</p> <p>Sponsorship Provides: -Transportation cost/month</p> <p>Marketing & Recognition -Logo on tour materials -Name on t-shirts given to tour guests -Social media recognition after the event.</p>	 <p>Heroes of Hope \$2,500</p> <p>Sponsorship Provides: -1 Scholarship valued at \$2,500</p> <p>Marketing & Recognition -Logo featured on all tour materials -Name on t-shirts given to tour guests -Social media recognition after the event.</p>	 <p>Legacy of Hope \$5,000</p> <p>Sponsorship Provides: -1 Scholarship valued at \$3,000 -\$2,000 toward capital campaign</p> <p>Marketing & Recognition -Logo featured at the tours -Logo prominently featured on all tour materials -Logo on t-shirts given to tour guests -Verbal recognition during the tours -Social media recognition on advertising of the tours and after the event.</p>	 <p>Presenting Sponsor \$7,500</p> <p>Sponsorship Provides: -2 Scholarships valued at \$6,000 -Building Renovations valued at \$1,500</p> <p>Marketing & Recognition -Logo prominently featured at entrance of the tours -Logo prominently featured on all tour materials -Logo prominently featured on t-shirts given to tour guests -Verbal recognition during the tours -Social media recognition during advertising for the tours and after the event.</p>
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Sponsorship Is Not Philanthropy

As more nonprofit **sponsorship** opportunities have begun popping up, sponsorship seekers have continued conflating what sponsorship is in this context.

It doesn't matter if it's the not-for-profit or for-profit spheres: sponsorship is not philanthropy.

A sponsor will never hand over cash out of the goodness of their hearts. That's a donation, and it's not what sponsorship is about.

Sponsorship is marketing. You create solutions for the sponsor to attract more leads, increase customers, and elevate sales. Those are all marketing objectives.

<https://sponsorshipcollective.com/the-top-sponsorship-lessons-for-2023/>

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Philanthropy

“philanthropy is when a business or an individual **gives altruistically, it's a gift, it's a warm feeling in their heart.** They know they did right. They are helping the mission. And it's all about the mission. That's what philanthropy is about. So I or my company would give to **help support the mission**, and the mission would then use that money to achieve their goals and objectives. And **if I had concerns about the mission, then I may not give them money.** It is all about giving and it is looking for nothing in return other than a thank you and maybe a charitable tax receipt.”

- Brett Barootes, CEO/President, Sponsorship Solution

<https://www.optimy.com/blog-optimy/the-difference-between-sponsorship-marketing-and-philanthropy>

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Sponsorship / Marketing

...“**sponsorship marketing**“, **it's truly a marketing investment.** And that's where a company, not an individual, but a company looks to provide money to that same charity, but they're not looking for the warm feeling inside, necessarily. That may be an offspring of it. But what they're trying to do is **achieve a business goal** so they may put their name on a building, or they may sponsor a program being run at a women's shelter, or they may sponsor a gala at a fundraising event. **When it's truly sponsorship marketing, the goal and objective is to either raise awareness, build brand, drive traffic to the website.** These are all **marketing terms and objectives and goals.** So when they give that money, it's not so much about the charity and the mission. It's about giving the money in order **to reach an audience.**

- Brett Barootes, CEO/President, Sponsorship Solution

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Partnerships?
Collaborations?

How do we create
partnerships that work?

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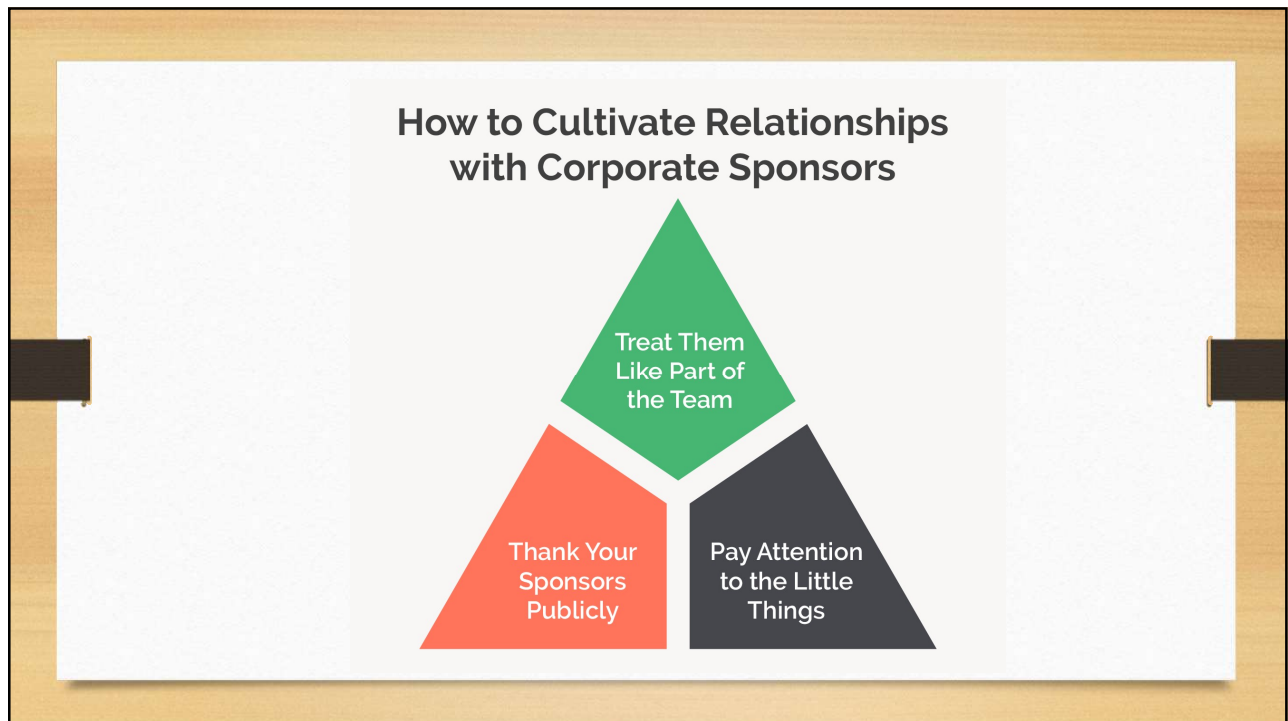
What do you Need?

- What does your organization have a strong need for?
- What is exciting or unique about your mission?
- What can you offer?
- Are you “giving away the kitchen sink?”
- Are you spending a lot of time catering to sponsor demands? (or donor demands?)

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Questions?

