

IAOM Sponsor Checklist

Sponsorships for _____ District Meeting and Conference

DEFINE NEEDS

- Determine if the entire event or just certain sessions or functions will be sponsored
- Identify any specific sessions or functions with the potential for sponsorship
- Set a target dollar value for sponsor pledges

IDENTIFY POTENTIAL SPONSORS

- Conduct preliminary research. Review industry publications to see which organizations sponsor programs and events
- Consider sponsorships from corporations, nonprofit organizations, government (all levels), educational institutions, foundations, private enterprises and individuals
- Obtain approval for contracting co-sponsors, if applicable, as some entities require exclusive sponsorship

OUTLINE SPONSORSHIP OPPORTUNITIES

- Sponsorships can take various forms, including:
- Funds (grants for entire event, attendee travel and expenses, speaker travel and expenses, space rental, transportation, hospitality suites, social events)
 - Supplies (printed material with sponsor's logo, signage, prizes, refreshments, floral arrangements, attendee gifts)
 - Services (speaker presentation, security, staff, printing, promotion, mailings, online services)

PREPARE A SPONSORSHIP PACKAGE

- Create an event package for presentation to potential sponsors, include:
- Outline of event objectives
 - Event themes
 - Speaker names and biographies
 - Audience profile
 - Draft of event program
 - Community and corporate benefits

PREPARE CONTRACTS

- All terms of the sponsorship must be clearly spelled out, contracted and signed before the event. The contract should include these details:
- Date, name and location of event
 - Funds and value of goods and services to be paid by sponsor, payment method and schedule
 - The publicity materials in which the sponsor's name (and, if applicable, logo) are to appear, including media releases
 - The host organization's responsibility to track and gather any media coverage
 - The use and location of display cards and signage
 - The number of people from the sponsoring company who may attend the event free of charge
 - Guidelines for display and service, if applicable
 - Contract information for a designated liaison from the sponsor company and host organization

EXTRA RECOGNITION

- Invite sponsors to preconference events
- Forward a list of all sponsors to the district leadership team(s)
- Consider recognizing sponsors with VIP designations, including head-table seating
- Send thank you letters to all sponsors immediately following the event

NOTES _____

