



SPONSORSHIP/FUNDRAISING COORDINATOR

Fundraising and sponsorship is one of the most important elements of any successful festival or event. Building strong relationships and mutually beneficial partnerships is going to help to ensure your festival/event achieves sustainability from year to year.

Fundraising and sponsorship coordination involves the cultivation, care and maintenance of a relationship between the festival/event and the donor/sponsor(s). Donors/sponsors could be an individual, corporation, foundation or business. Based on the budgetary projections, the Coordinator should have a good indication of the funds and in-kind donations required to operate the festival/event.

A Sponsorship/Fundraising Coordinator should:

- know the business and corporate community well
- be familiar with the types of giving this sector of the community engages in
- be able to articulate the objectives of the festival/event to funders and granting organizations
- be able to determine appropriate recognition

Managing the overall sponsorship program includes:

- researching the community for potential donors and creating a donor database
- writing a letter of invitation to sponsors, researching the criteria (if any) for donation requests (foundations and corporations have clear mandates for giving)
- establishing recognition for sponsorship, arranging a thank you reception or letter of gratitude
- assessing the success of the sponsorship program





PLANNING THE STRATEGY FOR DONATION REQUESTS REQUIRES YOU TO THINK ABOUT THE FOLLOWING:

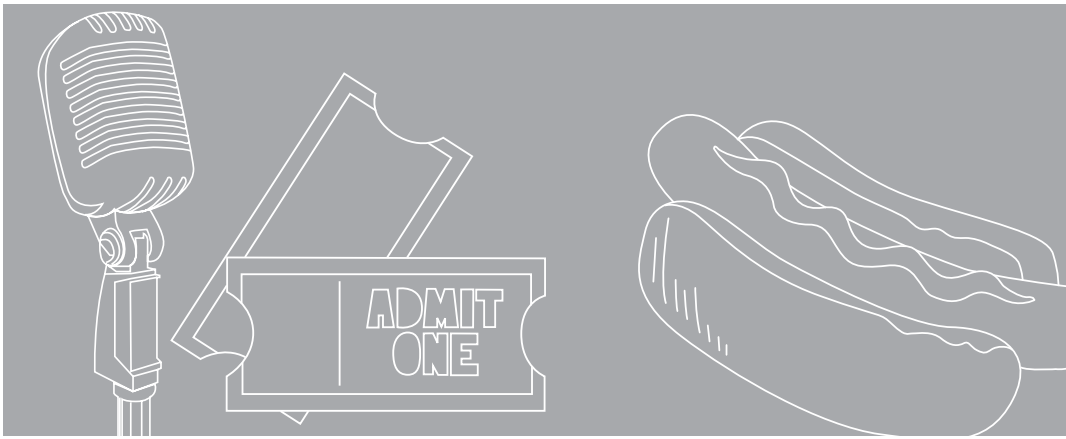
1. Do you know people in the community who can help with funding, equipment, materials, in-kind contributions, etc.? Are there private citizens who are philanthropic? Would your local rental outlet and/or printing shop provide equipment and materials free or at a reduced cost?

2. Is the business community interested in improving the quality of life of your citizens through sponsorship and active participation in events in your community? List the businesses that you think might be willing to contribute to the festival/event.

3. Are there clubs, organizations or associations that share your vision and mission? Who are they and why would they be a good fit with your festival/event?

4. Do your civic leaders support community events? Will the Mayor/Councilors help you with ideas, information, resources, etc.? How can they be of assistance?

5. Who are the arts supporters in your community? Do you have a theatre group, reading club, painters' association or a school drama club that could contribute to your festival/event? How?



6. What benefits and recognition such as website advertising, name recognition on advertising materials, site signage, etc., can you provide to attract sponsors and donors?

7. How many other events are competing for volunteers, funding, materials and equipment in your community? How will you resolve this issue?





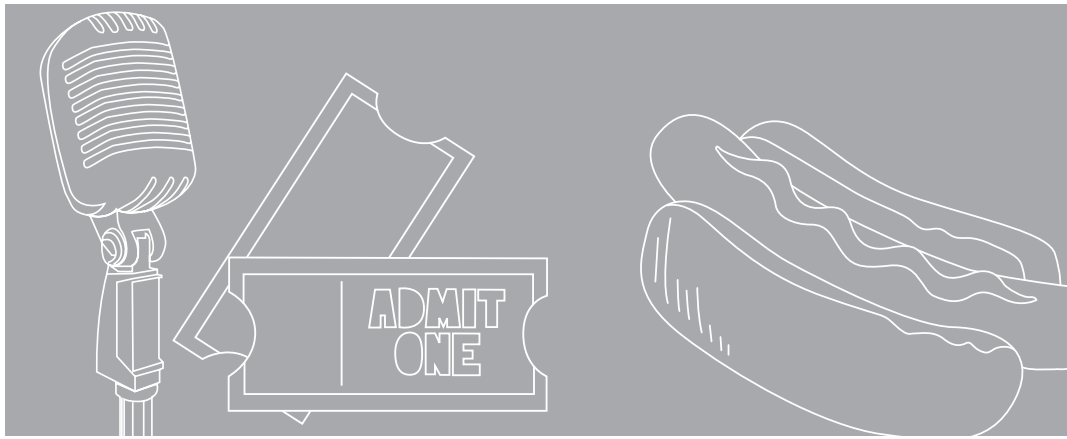
CREATING A PLAN

Organizing a sponsorship plan entails:

- Ensuring you have an up to date and realistic summation of sponsorship needs from committee coordinators
- Setting dates for meetings with potential donors
- Putting everything on a schedule
- Keeping track of letters, phone calls and emails
- Returning communications upon request
- Working with the Media Relations/Promotions Coordinator to make sure sponsor recognition in the media
- Sending invitations to VIPs and special guests
- Checking all festival/event material and messaging for inclusion of sponsors
- Ensuring that sponsors are be cared for pre, during and post festival/event
- Thank-you letters
- Ensuring all eligible sponsors receive a donation receipt

Before going forward to potential donors review your sponsorship package and your presentation:

- Do I have all the information about the organization?
- Do I have a good understanding of how the organization will fit the overall vision for the festival/event?
- Are all the details concerning the programming accurate and complete?
- Do I know what benefits and recognition I can offer and can I be flexible?
- Do I have financial information if asked? (Be prepared to provide festival/event budgeting figures and where their money is going.)
- Am I confident in my understanding of the vision and mission of the festival/event?
- Do I have an opportunity to develop a partnership with this sponsor over several years?



USE THIS SAMPLE CHART OF POSSIBLE DONORS TO CREATE YOUR OWN TEMPLATE.

POTENTIAL DONOR	CONTACT INFO	CASH CONTRIBUTION	IN-KIND VALUE DONATION	VENUE	NOTES
MAIN BANK 1st Main St., Anytown, AB T6X 4C2	John Banker Manager Phone: Email:	\$2,000.00		Parade	Flags to be bought and given away at bank; need logo for advertising.
MAIN GROCERY 2nd St., Anytown, AB T6X 4C2	Julia Chambers Manager Phone: Email: Fax:		\$1,000.00	Fruit platters for green room volunteer centre, and food for VIP reception.	Keep receipts for accountant; need logo for advertising.
HISTORICAL SOCIETY 3rd St., Anytown, AB T6X 4C2	Wallace History Chair Phone: Email:	\$2,500.00		Museum lobby	Need to get picture displays framed.
LIBRARY					
HARDWARE STORE					
LOCAL CLUBS/ ORGANIZATIONS					
INDIVIDUALS					
PROVINCE					
OTHER GRANTING ORGANIZATIONS					



REQUEST LETTERS

Letters to donors may be general, but if a pre-existing relationship exists or the time is available, every effort to customize each letter should be made. Focus on components of the festival/event that align well with a potential donor. Whoever the donor, all letters should contain the following:

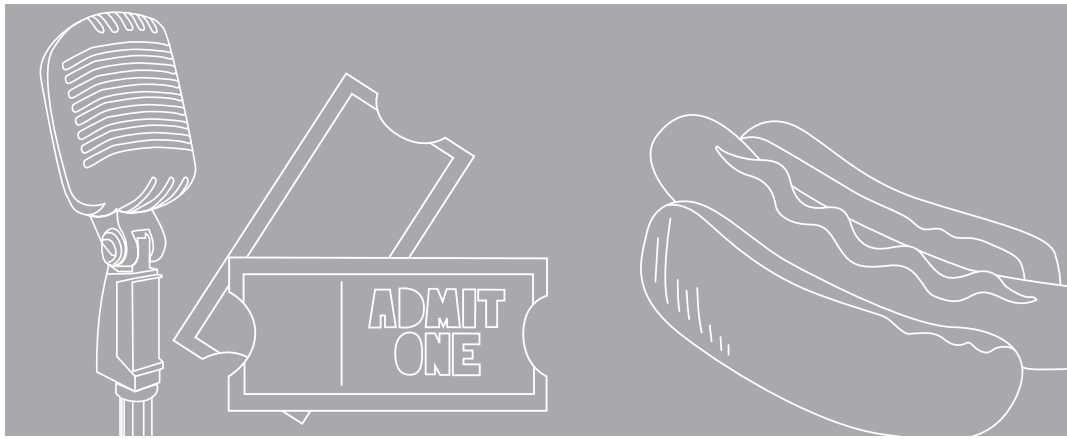
- A description of your organization
- The Vision and Mission Statement
- Your target audience
- Programming and activities
- Desired outcomes
- Contribution being requested (dollar amount, equipment, services, materials, etc.)
- The benefits and recognition the donor will receive
- A statement of the funding or in-kind contributions you have already acquired
- Detailed list of all recognition levels

Developing levels of recognition will also be part of the package. The size of the budget for sponsor development will determine what you can offer. Set your levels at achievable limits. For example, you may want to offer:

- Recognition in promotional material leading up to the festival/event
- Advertisement for an individual performance or activity
- Acknowledgement in program (various levels)
- On site signage
- Website link
- Charitable donation receipt

IF RESOURCES ARE SCARCE OR STRETCHED THIN AS A RESULT OF COMPETITION IN THE COMMUNITY, THINK OUTSIDE THE BOX. TRY TO BE CREATIVE WITH YOUR SPONSORSHIP OPPORTUNITIES FOR EXAMPLE:

- *CONSIDER HAVING LOCAL BUSINESSES ADOPT A VENUE TO HELP OFFSET COSTS AND ALLOW THEM TO OWN THE SHOW THROUGH NAME RECOGNITION ON THE VENUE*
- *GET SCHOOLS INVOLVED BY HAVING THEM CREATE AND RUN ONE OF THE PROGRAMS OR PERFORMANCES*



SAMPLE LEVELS OF RECOGNITION

PLATINUM

\$8,000 - \$10,000

- Signature sponsor status (website, media, all marketing materials)
- Acknowledgement at the Media Conference/ opening ceremony
- Acknowledgement throughout the festival/event
- Seating for 8 at VIP reception
- Prominent logo display in program
- Website link
- Charitable donation receipt

GOLD

\$5,000 - \$7,500

- Naming rights to 2 specific program items
- Acknowledgement at media conference
- Acknowledgement throughout the festival/event
- Prominent logo display in program
- Charitable donation receipt

SILVER

\$3,000 - \$4,500

- Naming rights to 1 specific program item
- Acknowledgement in program
- Acknowledgement throughout festival/event
- Charitable donation receipt

BRONZE

\$1,000 - \$2,500

- Acknowledgement throughout festival/event
- Acknowledgement in program
- Charitable donation receipt

WHILE IT IS ALWAYS DESIRABLE TO SIGN SPONSORS TO MULTI-YEAR DEALS, BE CAREFUL YOU CAN DELIVER ON THEIR EXPECTATIONS. ALLOWING EXCLUSIVITY TO A SPONSOR HAS BOTH BENEFITS AND DRAWBACKS. BENEFITS TO CONSIDER MAY INCLUDE A LARGE CASH INPUT INTO THE FESTIVAL/ EVENT, BUT THE DRAWBACK MAY BE THAT YOU CAN'T HAVE ANY COMPETING VENDORS ON THE SITE. FOR EXAMPLE, THE PIZZA VENDOR WANTS EXCLUSIVITY FOR WHICH HE WILL PAY X AMOUNT FOR SPONSORSHIP, BUT YOU'RE NOT ALLOWED TO HAVE ANY OTHER FOOD OR BEVERAGE VENDORS ON SITE OR IN YOUR PROMOTIONAL MATERIALS. YOU'LL NEED TO CAREFULLY WEIGH THE PROS AND CONS OF THIS TYPE OF ARRANGEMENT.



BUDGETING AND RESOURCES

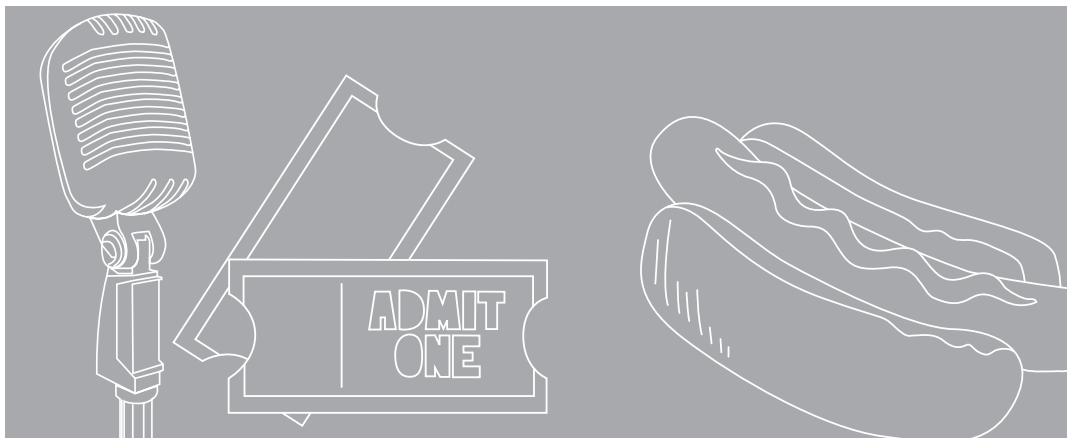
Allocating the resources you'll require will be established as each area of the festival/event completes its Needs Assessment. (A template for this is provided in [PART 3](#).)

As time goes on, you may find you need more money or supplies than you originally thought. These requests should be brought to the Committee to be examined and prioritized. Decisions may need to be made regarding finding more resources if absolutely necessary. Consider a deadline on requests to keep pressures to a minimum.

Theoretically, the planning committee should have developed a projected budget that has included all area needs, and area coordinators should try to stay within budget whenever possible. The following sample budget can be used as your template.

SAMPLE SPONSORSHIP BUDGET WITH DETAILS

ITEM	AMOUNT	SIZE	COST	SPONSOR NOTES
Postage	1000 Mail out/bulk VIP invitations	Flyer 8"x11" Folded Standard card size	\$100.00 Per thousand \$33.00	Local postal union, \$ value \$100.00, need invoice for accountant
VIP Invitations	60	Standard card size	\$60.00	Receipted
On-site Signage Banners	3 colour logo, with stands 4	3' x 4' 20' x 5'	\$120.00 \$900.00	Local print shop will give discount. \$ Value \$100.00. Need invoice for accountant Local print shop, want their logo prominently
Sponsor ad	2 color	¼ page	\$150.00	Local Newspaper
VIP Reception	60 people	\$10.00 a plate	\$600.00	



SPONSORSHIP COORDINATOR'S PRE- EVENT CHECKLIST

- Have you checked all final promotional material for any errors and omissions of sponsor information?
- Have all the cash and in-kind sponsors and guests replied to your invitation to the VIP reception?
- Have you reviewed the program for the VIP reception?
- Have all the press kits been prepared for the reception?
- Is all sponsor signage ready for installation and has this been recorded on the production timeline?
- Has sponsor and guest information been relayed to the festival/event spokesperson?
- Do your volunteers have clear instructions about their roles for the reception?
- Have you organized a thank you list for cash and in-kind sponsors and guests?

KEEP ACCURATE RECORDS OF ALL CASH AND IN-KIND SPONSORSHIP ON A SPREADSHEET FOR FUTURE REFERENCE. KEEP COPIES OF ALL PROMOTIONAL MATERIALS THAT FEATURE THE SPONSORS.

POST-EVENT IT IS IMPORTANT TO CONTACT ALL SPONSORS FOR THEIR FEEDBACK ON THEIR PARTICIPATION. AS WELL, SEND ALL DONORS AND POTENTIAL DONORS A SUMMARY OF THE FESTIVAL/EVENT WITH YOUR THANKS FOR THEIR INTEREST AND/OR PARTICIPATION.





USEFUL RESOURCES

- I. Information on funding sources in Alberta see Alberta Culture and Community Spirit – Grants and Foundations, <http://culture.alberta.ca/grantprograms/default.aspx>
- II. Heritage Canada has a program entitled, Building Communities Through Arts and Heritage, that provides funding on two levels – Local Arts and Heritage Festivals, and Community Historical Anniversaries. Information regarding these grants can be found at www.pch.gc.ca/communities
- III. For information regarding setting up a fundraising plan see the Free Management Library http://www.managementhelp.org/search/management_help_search.html?zoom_query=fundraising
- IV. For writing a sponsorship package see Tourism Network North East Festival & Events, <http://www.tourismnortheast.co.uk/pages/information-sheets/planning-your-finances/sponsorship>
- V. Volunteer Alberta has a site for searching for potential sponsors at, http://www.volunteeralberta.ab.ca/uploaded_files/documents/50_ts_findingsponsors.pdf

