EXT075 A Guide To Securing Sponsorship

Sponsorship can be a costly investment, but there is a strategy that can make it accessible to a wider range of sponsors. It's called Tiered Sponsorship, and it offers different levels of benefits and costs, making it easier for both major equine brands and local horse enthusiasts to find a level that suits their budget and desired exposure. This approach ensures a structured process that benefits both the sponsor and the sponsored event.

How Tiered Sponsorship Works

When it comes to naming sponsorship levels for events related to Campdrafting and the broader horse community, you can choose either specific names or use more commonly known titles.

For instance, you could opt for the following tiers:
- Platinum Tier: The highest level of sponsorship.
- Gold Tier: A mid level sponsorship.
- Silver Tier: Entry level sponsorship.
- Bronze Tier: The most basic support level.

Each tier offers a range of benefits tailored to its value, with the Platinum Tier being the most expensive at potentially $5000. This entitles the Sponsor to naming rights for an Open or Restricted Open event. The monetary value and levels of competition decrease for each lower tier.

For example:
- Platinum: Includes logo placement on event banners, a booth at the event, mention in all press releases, naming rights to high level events and tickets to the event.
- Gold: Includes logo placement on some event materials, mention in some press releases, naming rights to mid level events and tickets to the event.
- Silver: Includes logo placement on a few event materials, naming rights to entry level events and tickets to the event.
- Bronze: Includes mention in the event program and tickets to the event.

The cost for each sponsorship level varies, with higher levels costing more due to the increased exposure and benefits they offer.

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It's important to understand your audience before pitching to potential sponsors for your Campdraft event. Know who attends the event and what demographics they represent. This will help you tailor your pitch to potential sponsors who want to target that audience.

To make sure sponsors get real value, offer tangible benefits such as event tickets, promotional space at the event, or opportunities to interact with attendees.

Promote the sponsors using social media, event programs, and other platforms to give them the exposure they're promised. This not only fulfils your end of the deal but also encourages them to sponsor again in the future.

Be flexible when dealing with bigger sponsors and be open to customising sponsorship packages to meet their specific needs or requests.

Build relationships with sponsors before, during, and after the event. Send them updates, thank them for their support, and gather feedback to improve future sponsorships.

Ensure transparency by clearly outlining what each sponsorship level offers and make sure you can deliver on those promises.

Create a visually appealing sponsorship package or brochure that outlines the benefits of each tier. This can be shared with potential sponsors to give them a clear understanding of what they're getting.

In conclusion, successfully securing and maintaining sponsorships for your Campdraft event hinges on a blend of understanding, flexibility, and effective communication. By diligently researching your audience, providing tangible benefits, and ensuring consistent promotion, you set the stage for a mutually beneficial relationship. Tailoring your approach to meet the unique needs of sponsors, fostering enduring relationships, and offering clear, visually compelling sponsorship materials can make all the difference. Remember, a satisfied sponsor today can pave the way for sustained support in the future, solidifying the longevity and success of your event.