

# **Making Sponsorship Packets (for In-Person & Virtual Events)**

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A segment in COSO's Summer Series

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# Step #1

Brainstorm the sponsorship goals and sponsor requirements for your organization

- What kind of sponsors would your organization like to have at your event?
    - Consider what kind of event your organization is having
  - What type of sponsorship is your organization looking for?
    - Money?
    - Giveaways?
    - Food?
  - Think about how much your organization would like in sponsorships based on the cost of the event
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## Step #2

Create an event profile for sponsors to understand your organization event and needs

- Present this information In paragraph format at the beginning of your packet
  - Describe your organization and event to prospective sponsors
    - How large is the event?
    - Who is attending?
    - What is your organization exactly?
    - Why are you reaching out to this sponsor?
    - How can they add to the purpose of your organization and event?
    - Format of the event?
    - In-person or online?
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## Step #3

Determine the package and levels of sponsorship you would like to present to possible sponsors

- What will sponsors receive based on the amount given?
  - Name your levels
    - For example: “Platinum”, “Gold”, “Silver”, “Bronze”, etc.
  - Outline what benefits the sponsor receives at each level
    - The highest level is typically inclusive of all benefits & perks
  - Present the levels and corresponding benefits in a creative way
    - For example: a table, chart, etc.
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## Step #4

Take your packet a step further by explaining the benefits beyond the sponsorship levels already presented

- Present this information in paragraph format aesthetically
  - For example: networking, gaining customers for whole college career, visibility, etc.
    - “Our students, faculty and staff are always on the hunt for places to eat, shop, find entertainment, and take care of basic needs. Reaching these potential customers, during their college careers, could ensure you their business for their time at the University of Miami – and beyond, too!”
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# Step #5

Reach out to  
prospective  
sponsors in the  
community and  
campus

- Make sure to include your contact information
  - Send professional and polite emails with the sponsorship packet attached
  - Track sponsorship and email responses
    - Consider using Excel/Sheets
  - Consider asking executive board members such as treasurers or those in charge of your organization's finances for help with this task
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# Possible Sponsorship Ideas

- Opportunity to have up to (x number) table(s) at the event where company representatives may advertise, give product samples, and handout flyers
  - Company name announced by DJ
  - Logo placement on all event promo materials
  - Certificate of recognition
  - Plaque of recognition
  - Name and product shared on student organization's social media
    - Instagram story or post
    - Facebook story or post
  - Name and product shared on student organization's website
  - Name announced or displayed on virtual platform
  - Name and logo will appear on Zoom background
  - Name and logo will be featured in student organization suite
  - Company will be featured in a newsletter (in an email or Engage)
- ★ Think about including giveaways and discount codes etc. --think about other ways to involve sponsors depending on your goals



**Good  
Luck!**



## Sponsorship package example

# **EVENT NAME SPONSORSHIP OPPORTUNITIES**

(introduction to the purpose of this event and what your org is)

(details about the event—including date, number of students and orgs involved)

(why sponsors should get involved)

(what sponsor donations go towards and that the sponsor options are attached)

















(final message and thanks)

Treasurer  
Organization name  
University of Miami  
1330 Miller Drive, suite number if applicable  
Coral Gables, FL 33146-6924  
Phone number  
email  
Name

Other eboard member  
Organization name  
University of Miami  
1330 Miller Drive, suite number  
Coral Gables, FL 33146-6924  
Phone number  
email  
Name

LOGO

# SPONSORSHIP PACKAGES

	level 1 amount	level 2 amount	level 3 amount	level 4 amount
One-time group recognition, with other sponsors, on student org's social media				
<b>and</b>				
Individual sponsor recognition on student org's social media (i.e. one post promoting you!)				
Opportunity to have 1 table at event where company representatives may advertise, give product samples, handout flyers, etc.				
Opportunity to have up to 2 tables at event where company representatives may advertise, give product samples, handout flyers, etc.				
Opportunity to have up to 3 tables at event where company representatives may advertise, give product samples, handout flyers, etc.				
Company name will be announced at event as a sponsor by an onsite DJ				
Logo placement on all promotional materials, including flyers.				
Digital signage recognition (with other sponsors) on the Student Center Complex screens and Residential College screens				
Recognition in newsletter (being sent to __)				
A certificate of recognition for your contribution				
A plaque of appreciation				

*\*Only guaranteed if contract is signed by X*