

SPONSORSHIPS & EVENT DONATIONS

CREATE THE RIGHT SPONSORSHIP AND
DONATION POLICY FOR YOUR COMPANY





We've streamlined our operations, increased efficiency, and gained valuable insights into our sponsorship ROI

JEFF ELLISON

LET'S GET STARTED

Selecting event sponsorships and charity donations can be a rewarding and detailed process. When setting up your company policies, keeping in mind key objectives can help make the process seamless and transparent for all members of your company.

In addition to the guidelines used to award sponsorships and donations its important to outline how employees can submit events for review and how the approval process works.



GUIDELINES TO CONSIDER To Establish a Company Event & Sponsorship Policy.

- 1. Alignment with Company Values:** Sponsorship opportunities can be considered based on their alignment with the company values, mission, and objectives. Establish and share priorities tied to values as well.
- 2. Relevance Audience Reach:** Preference is given to events that attract key demographic and offer significant positive exposure and engagement opportunities.
- 3. Brand Fit and Reputation:** Sponsorship decisions must consider the reputation and brand fit of the event or organization seeking support. Prioritizing partnerships with reputable, well-managed events that reflect positively for your brand and uphold your standards of integrity and professionalism.
- 4. Budget and Available Resources:** Sponsorship requests will be assessed based on available budget and resources. Striving to allocate funds strategically to maximize the impact of sponsorships while maintaining fiscal responsibility.

GUIDELINES TO CONSIDER

- 5. Clear Objectives with Deliverables:** Seek sponsorship opportunities that offer clear objectives, deliverables, and measurable outcomes. Prior to committing to a sponsorship, proactively establish mutually agreed-upon goals, expectations, and metrics for success.
- 6. Engagement & Activation Opportunities:** Prioritize events that offer meaningful opportunities for engagement, activation, and brand visibility. Sponsorship packages that include opportunities for onsite presence, brand recognition, and direct interaction with attendees can be given preference.
- 7. Evaluation with Follow-Up:** Following each sponsored event, conduct a thorough evaluation to assess the impact and effectiveness of our sponsorship investment. Document key learnings, gather feedback, and identify areas for improvement to inform future sponsorship decisions.
- 8. Transparency Leading to Accountability:** The sponsorship process needs to be transparent, fair, and accountable. All sponsorship requests should be reviewed objectively, and decisions will be made based on merit and alignment with established criteria.



INTERNAL APPROVAL PROCESS CONSIDERATIONS

Ensuring that sponsorship investments align with company goals and values continues past the set guidelines and are activated in the approval process.

A process should outline the steps for submitting, reviewing and communicating the sponsorship decisions effectively. By following a detailed sponsorship approval process, investments are strategically evaluated, aligned and promotes transparency, informed decision-making and maximum impact value.

“*Ticketnology has been instrumental in helping us manage our ticket inventory and maximize ROI on our sponsorships.*”

AVERY DAVIS

APPROVAL PROCESS STEPS

1. Proposal Submission: This process begins when an opportunity arises. This could be from an internal team or an external outreach. Once all the details have been gathered including but not limited to benefits, expected ROI, budget allocation and alignment with company objectives, the proposal should be submitted through designed channels.
2. Sponsorship Review & Evaluation: Once the proposal is received, the committee or reviewing manager confirms all information needed has been included and then the proposal is evaluated using the 8 key guidelines established. The review may be reviewed by cross-functional teams such as marketing, sales and finance to ensure alignment with overall strategy. In some cases, additional information will be needed for associated risks.
3. Decision Making & Approval: A decision of approval or denial is made by the committee/manager. The decision is documented with notes on the decision for future reference. On the approved decisions the individual or team responsible is notified so that the necessary steps to finalize and track can be started.

APPROVAL PROCESS STEPS

4. Communication & Implementation: Upon approval, the sponsorship agreement is confirmed with the event organizer and internal teams. The activation plan is developed and strategies for leveraging the sponsorship is set to achieve desired outcomes. The communication can plan include internal and external members.

5. Post Sponsorship Evaluation & Reporting: Monitoring tracking during the sponsorship period plus KPI's tracked to evaluate effectiveness. The post event evaluation is conducted to assess the success of the sponsorship and create comprehensive reporting. This report will summarize key findings, lessons learned and future recommendations. The report should be shared with relevant internal and external team members.

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SHARING & OPERATING THIS POLICY

Once you establish your policies, sharing the information with the entire company is needed for full culture emersion.

Writing a company letter is a great first step followed by having it available on internal document systems. The document, can be a simple welcome message, sharing the established guidelines and then the operational process established to submit requests for approval.

The policies should then be reviewed on a yearly basis to make sure the process is working seamlessly and still inline with measured rewards.

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**Book a Call to Learn More on How to
Establish A Successful Process**

