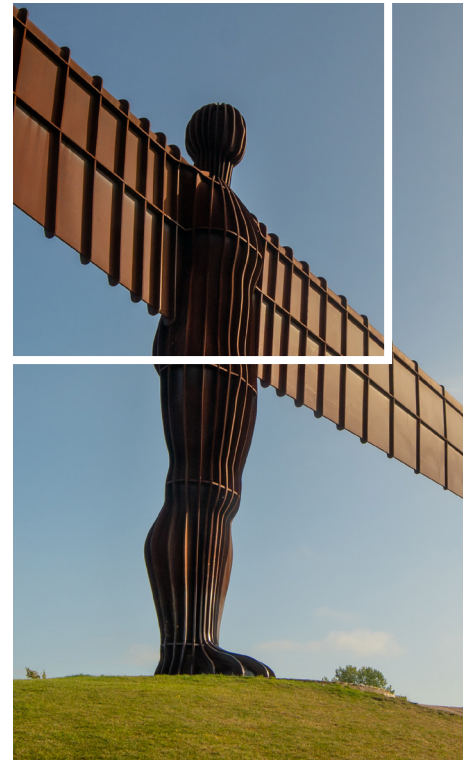




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# Top tips for securing event sponsorship

**More and more conference organisers are benefiting from event sponsorship as a great way to offset expenditure and keep registration fees low. However, competition for sponsors is fierce. Here's how to ensure your request for support stands out from the rest.**



**Be relevant.  
Be clear.  
Say what's in  
it for them.**



### **Choose your target organisations carefully**

Make a list in order of priority, focusing on those with direct links to (or a specific interest in) the sector associated with your conference.

### **Get in early**

Approach potential sponsors as soon as possible, to give them time to plan support and budget for your event.

### **Clearly state what you need**

Are you looking for cash assistance or 'in kind' support, such as giveaways, publicity, or services?

### **Put the facts at their fingertips**

Include dates, times, location, theme, anticipated attendance figures, delegate profiles, and what benefits you can offer in return for their donations.

### **Think about offering sponsorship packages**

These can be pre-determined or customised to suit individual budgets or interests. Offer a choice of levels, with benefits determined by the amount invested by the sponsor. Here's an example of a three-tier package offer:

<b>Benefits for sponsors</b>	<b>Gold</b>	<b>Silver</b>	<b>Bronze</b>
Sponsor's logo on event webpage, with link to their website	✓	✓	✓
Sponsor's logo in all email marketing	✓	✓	✓
Opportunity for email marketing to attendee database prior to event	✓	✓	✓
Full-page ad in conference programme	✓	✓	
Complimentary invitations to conference dinner	✓	✓	
Exhibition booth at event	✓	✓	
Event participation (e.g. panel event, drinks reception, dinner)	✓	✓	
Speaking opportunity at event, with mention in programme	✓		
Feature in conference press releases	✓		

### **Keen to get planning or got any questions?**

Our business events team is ready to help.  
Get in touch at [conventionbureau@ngi.org.uk](mailto:conventionbureau@ngi.org.uk).

[www.destinationnortheastengland.co.uk](http://www.destinationnortheastengland.co.uk)

