



DANIELLESNELSON.COM

**The**  
*Ultimate Checklist*  
**to Creating a  
Sponsorship  
Deck that**  
*Sells*



# A little bit about me

I'M AN EVENT PLANNER TURNED EVENT SPONSORSHIP NERD!



Over the last decade I discovered why my corporate event clients could rock sponsorship sales and be extremely profitable with their events... and they weren't even fundraising!

I took that knowledge and shared it with my nonprofit clients and they began seeing amazing results in their fundraising and created sustainable events...  
it all starts with sponsors!

These days, I share my "corporate sponsorship strategies" across the country helping nonprofits raise more money with their fundraisers though teaching at conferences and online at [daniellesnelson.com](https://daniellesnelson.com)

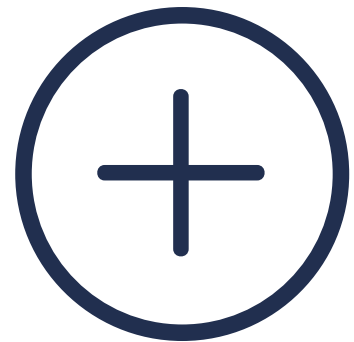
**In this checklist you'll discover the important components to creating a sponsorship package that sells!**



# ADVANTAGES OF EVENT SPONSORSHIP

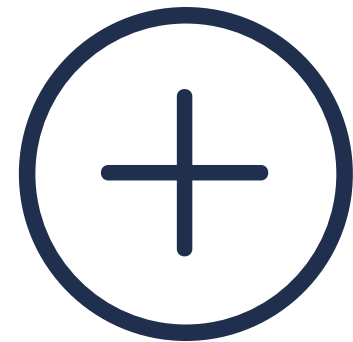
To begin, generate enough in event sponsorship to cover the cost of your event.

This sets you up to receive 100% revenue towards your mission.



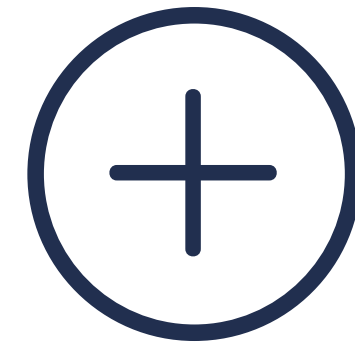
## Corporate Strategy

Corporate events use ticket sales and sponsorship as their source of revenue and can make up to 50% profit margins.



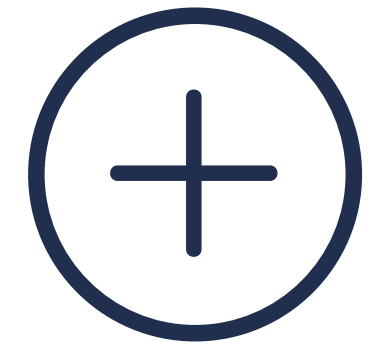
## Increase your reach

Sponsors bring a new reach to your event attendee growth as well as your overall cause.



## Event sustainability

By covering your event expenses first in sponsorship, you provide the proper income to keep your event alive year after year.



## Makes an impact

When you know how to support your event revenue, it allows you to focus on growing your fundraising to provide a meaning impact on your mission.

# DESCRIBE WHO YOU ARE

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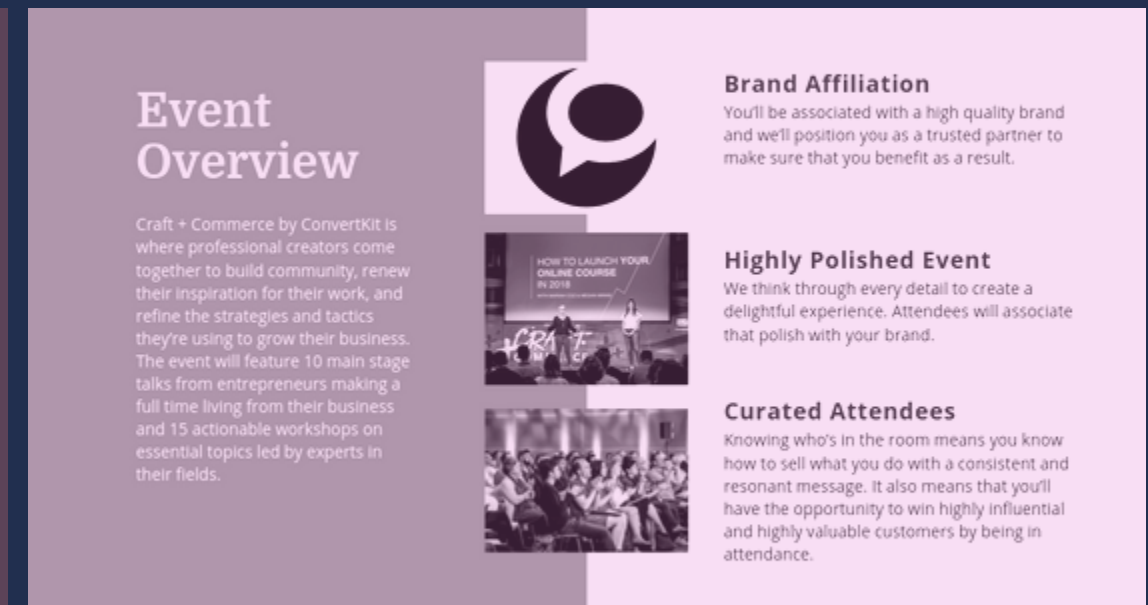
## Cover page

Introduce the look & feel of your event through graphics. Highlight date, time, and venue. Don't forget to include your logo.



## About your mission

Identify your mission, values, and programs. Briefly describe who you are. Don't assume they already know.



## Event overview

Describe your event in a nutshell. Type (gala, reception, conference, etc), brief timeline of events and the look & feel.



# DETAILS ABOUT YOUR ATTENDEES

## Word On The Street



"You can't do better than working with Mediavine. They have done an exceptional job of building trust among their publishers, so sponsoring and attending their conference means you're meeting influencers who are ready to learn, share and really discuss a working relationship. It opens up conversations in such a meaningful way. The connections we made were so much more deep and impactful than at other, more cookie-cutter conferences." — Chicory



"Sponsoring the Mediavine conferences creates incredible opportunities for us to connect with professional bloggers who are serious about their business. Whether it's meeting one-on-one with attendees at our booth or taking advantage of the built-in networking time, we always walk away with new connections (plus the chance to visit with existing clients). And we love knowing we're sponsoring a conference that's packed full of valuable content for attendees." — Agathon



Over 20 education resources. Over 20 actionable items. 3 things I can apply to my consulting job. 12 quotes/lessons... It was also encouraging to know I am already doing a lot of 'the things' and using a lot of 'the tools' that were mentioned. Sometimes you don't know how much you know... until

## Getting Social

On average, each

conference's group of attendees had a combined 36 million social followers.



## Audience Overview

### 400 Attendees

Influencers who have built an audience through some form of content - a blog, podcast, YouTube channel, or social media

### Online Creators

Make money selling ebooks, online courses, freelance services, physical products, advertising & sponsorships

### Audience Size

Collective email reach of all attendees is between 3,000,000 - 6,000,000 people

### Industry

Fashion, food, personal finance, fitness, graphic design, online business, photography, teaching, and much more.

### Demographics

53% male and 47% female attendees



## Testimonials

Tell us what people are saying about your event. Why is your event so fun? What does it mean to someone to help your mission goals?

## Social proof

Are people talking about your event on social media? Provide screen shots of conversations about how great it is!

## Attendee Profile

Identify the historical demographic of your attendees and your entire network. Who are they? Where do they live? What do they do?

# GIVE EM' THE DETAILS

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## Be a part of it all!

### BENEFITS OF SPONSORSHIP

Across sponsorship levels, we offer a variety of benefits and access to attendees, all of which are designed to help you get maximum brand exposure and build trust with this audience.

Our goal is for you to not only build brand awareness with attendees, but to earn back your investment in sponsorship through new customer acquisition as a direct result of joining us for our event at this really cool place.

As always, we are happy to incorporate any custom ideas to make your sponsorship suit your specific needs.

## Presenting Sponsor

\$20,000

- Exclusive sponsor
- Event marketing to 100k audience and ticketed attendees
- Social media marketing
- Prominent logo placement on website
- Prominent event signage display
- Prominent placement on conference app
- Promotion at Opening and Closing Parties
- Host Workshop session
- Main stage promotion
- Speaker Dinner Invitation
- Sponsor Booth
- Swag Bag Contributor
- 6 Conference Tickets



## Get in touch with us

**Your Name**  
Event Planner

**PHONE**  
123-456-7890

**EMAIL ADDRESS**  
yourname@coolcause.com

Have something in mind not listed here? I love to brainstorm fun sponsorship ideas!

## Why sponsor?

Explain how you can help your sponsors get exposure to your demographic. What are the benefits?

## Sponsor packages

Identify your high-value sponsorship levels. Describe what they will receive and how much it will be.

## Contact us

Let them know who to contact and how to reach them. Also, let them know you can create a custom package for them.