

Procedures for Securing a Sponsor

The following procedures are to be followed when securing a sponsor.

Securing a Sponsor

1. Meet with the Director of Marketing & Customer Service and the Sponsorship Coordinator to determine sponsorship opportunities and needs.
2. For each sponsorship opportunity or special event, determine sponsorship pricing levels based on event attendance and promotional impressions.
3. For each event, create two documents: a standard sponsorship benefits lists detailing promotional opportunities and exposures and letters, and standard sponsor letter of agreement.
4. Present information to sponsor prospects, in person and/or via email and phone.
5. Obtain signed letter of agreement by an agreed upon date which gives both the Park District and the sponsor enough time before the event to complete the sponsorship agreement requirements.
6. Provide documentation to the Sponsorship Coordinator of the agreement for sponsorship tracking and reporting purposes.
7. Communicate sponsorship details with appropriate Park District Staff, and designate on-site Park District liaison to provide customer service to sponsor at event.
8. Throughout sponsorship process, ensure that sponsor receives all specified benefits, providing sponsor with updates when appropriate.
9. On-site, document some of the benefits that the sponsor has received (photos of banner placement or of people at their booth, for example).
10. Communicate with sponsor post-event, through thank you letters, photos, sponsorship wrap-up and summaries, including summaries of the event.