

Seeking Local Sponsorship For Your Health Center Events

Step 1: Write a description of what your event might look like.

- What will the event be called?
- Who do you expect to attend?
 - o Who has been invited?
 - o Who has confirmed?
- Where will you hold your event?
- When will you hold your event(s)?
- Why are you holding your event?
 - o Why is it important?
- How can sponsors help or be involved/included? What's in it for them?
 - o What benefits will your sponsor receive by sponsoring the event?
 - o Why should they care whether or not they get involved?
 - o How will their time/money be used?
 - o What type of support are you looking for? Financial, in-kind contributions, give-aways, catering etc. Provide choices of how they can be involved.

Step 2: Make a list of your potential sponsors.

- What local businesses do you often work with? Banks, Pharmacies, Grocery Stores, Chamber of Commerce, Churches, Heating/Fuel Providers, Medical Supply Companies etc.
- What local businesses employ large percentages of your patients?
- What local businesses might be interested in social responsibility?
 - o Do any local businesses have social service programs?
- Check with your health center board and members for recommendations on likely sponsors.

Step 3: Make your initial contact and request.

- Before contacting your sponsor, research to see if they have a process for these types of requests.
 - o Try to establish who your contact person at the company should be for scheduling meetings and making your request.
- Make an appointment well in advance to make your request.
 - o Don't be discouraged if they ask for a proposal first before scheduling a meeting. Send a proposal/request and follow up to schedule a meeting face to face if possible.
- Be prepared with your event plan and examples of how their sponsorship could be used both to their benefit and yours.
- Follow up- Always thank your contact, whether they agree to sponsor your event or not.

Step 4: Produce Results- Make good on what you proposed.

- When a group agrees to be a sponsor, deliver the results you promised.
 - o **Turn Out-** Make sure people attend the event.
 - o **Exposure-** Provide the exposure your sponsor was seeking.
 - o **Appreciation-** Publicly thank your sponsor.
 - o **Community-** Make the community aware of their sponsorship.
- When a group chooses not to sponsor-
 - o **Attendance-** Invite the group to attend the event anyway, so they can see what the value of their involvement might have been for next time.

- **Marketing-** Send any marketing materials produced for or after the event, to illustrate the value in sponsorship for next year.
- **Future Plans-** Encourage their involvement in your next event.

Step 5: After your event, follow up- Thank You's

- Always follow up personally, with a note or in person, recognizing the support of the sponsor.
- Give them info on the success of the event-
 - How many people attended?
 - Special comments about the Sponsor.
 - Any press coverage.
- Let your sponsor know how their support helped the health center and community.
- Thank your sponsor and leave an invitation open for the next event.
- Recognize their support publicly if possible.