

# IAOM Sponsor Checklist

Sponsorships for \_\_\_\_\_ District Meeting and Conference

## DEFINE NEEDS

- Determine if the entire event or just certain sessions or functions will be sponsored
- Identify any specific sessions or functions with the potential for sponsorship
- Set a target dollar value for sponsor pledges

## IDENTIFY POTENTIAL SPONSORS

- Conduct preliminary research. Review industry publications to see which organizations sponsor programs and events
- Consider sponsorships from corporations, nonprofit organizations, government (all levels), educational institutions, foundations, private enterprises and individuals
- Obtain approval for contracting co-sponsors, if applicable, as some entities require exclusive sponsorship

## OUTLINE SPONSORSHIP OPPORTUNITIES

- Sponsorships can take various forms, including:
- Funds (grants for entire event, attendee travel and expenses, speaker travel and expenses, space rental, transportation, hospitality suites, social events)
  - Supplies (slides, printed material with sponsor's logo, signage, computer hardware, prizes, refreshments, floral arrangements, attendee gifts)
  - Services (speaker presentation, security, staff, printing, promotion, mailings, online services)

## PREPARE A SPONSORSHIP PACKAGE

- Create an event package for presentation to potential sponsors, include:
- Outline of event objectives
  - Event themes
  - Speaker names and biographies
  - Audience profile
  - Draft of event program
  - Community and corporate benefits

## PREPARE CONTRACTS

- All terms of the sponsorship must be clearly spelled out, contracted and signed before the event. The contract should include these details:
- Date, name and location of event
  - Funds and value of goods and services to be paid by sponsor, payment method and schedule
  - The publicity materials in which the sponsor's name (and, if applicable, logo) are to appear, including media releases
  - The host organization's responsibility to track and gather any media coverage
  - The use and location of display cards and signage
  - The size, frequency and placement of any event advertisements (include ad deadlines, the form in which they must be received and policy regarding proximity to competing companies or brands)
  - The number of people from the sponsoring company who may attend the event free of charge
  - Guidelines for display and service, if applicable
  - Contract information for a designated liaison from the sponsor company and host organization

## EXTRA RECOGNITION

- Invite sponsors to preconference events
- Forward a list of all sponsors to the district leadership team(s)
- Consider recognizing sponsors with VIP designations, including head-table seating
- Send thank you letters to all sponsors immediately following the event

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