



TEMPLATE

Redesigning Your Conference Sponsorship Packages



We've created this useful template to help redesign and refresh your sponsorship packages using event technology, from your registration site and event app, to your digital signage onsite.



Have you ever taken a critical look at your sponsorship packages from the perspective of your sponsors?

Traditional conference sponsorship benefits like printed signage or branded lanyards are no longer cutting it. Sponsors are looking for measurable new options to connect with your audience.

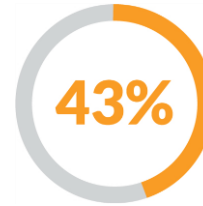
Valuable insights from a Sponsorship.com survey. The State of Association Sponsorship revealed that:



of respondents' primary strategy to increase sponsorship revenue was to develop new sponsorship packages



of respondents are developing new sponsorship categories



of respondents are focused on finding new sponsor benefits that were previously unavailable



of respondents ranked presence in digital/social/mobile media as the most valuable sponsorship benefit*

* "Brands are definitely seeking a deeper relationship with properties rather than a transactional relationship. Additionally, they are looking for properties [associations] to present unique, creative ideas for activation."



If your sponsorship packages have been virtually identical or the same year-over-year, your sponsors might be tired of the same routine offers and have started losing interest or maybe even already jumped ship.

Whether you're seeking to attract new sponsors or looking to hold onto your well-established high-value relationships, it may be time to redesign your sponsorships.

Offer a range of creative options that help sponsors achieve their own goals. With the constant evolution in new forms of communication and technology through social media and event app channels, it's a great time to refresh your offerings and deliver more value to sponsors.



Key Questions to Consider When Building Sponsorship Packages




1

What are your
sponsors' goals?

Do they see more value
in pre-event exposure,
prominent onsite logo
placement, or engaging
with their target
audience?

2

Who's the intended
audience?

Are your sponsors
interested in reaching
or engaging with your
entire attendee list?
 Or just certain
segments?

3

How many choices do
you offer your
sponsor?

Are your sponsors
interested in becoming
a tiered title sponsor or
would they rather
choose sponsorship
opportunities a la
carte?

4

Is exclusivity
an option?

Do you have an
opportunity to obtain
an exclusive event
technology sponsor, or
will you split event
technology benefits
into tiered packages?

1

2

3

How to Use the Template

Review the a la carte event tech sponsorship options on slides 10-15.

Read our sample tiered sponsorship templates on slides 16-20.

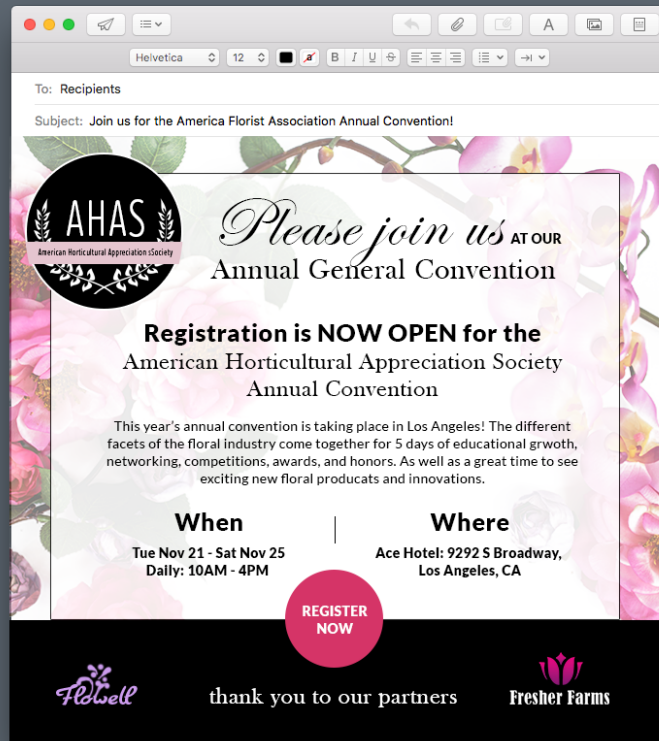
Build your own event tech sponsorship package on slide 21.

IF YOUR SPONSOR IS SEEKING

Pre-Event Exposure

Offer these event app or digital signage sponsorship options

1. Logo on event registration site.
2. Logo and/or mention in your pre-event registration invite emails.
3. Social media shout outs (Facebook, Twitter, Instagram, LinkedIn, etc).
4. Promoting your sponsors' speakers.
5. Competition and giveaways pre-event by your sponsors.

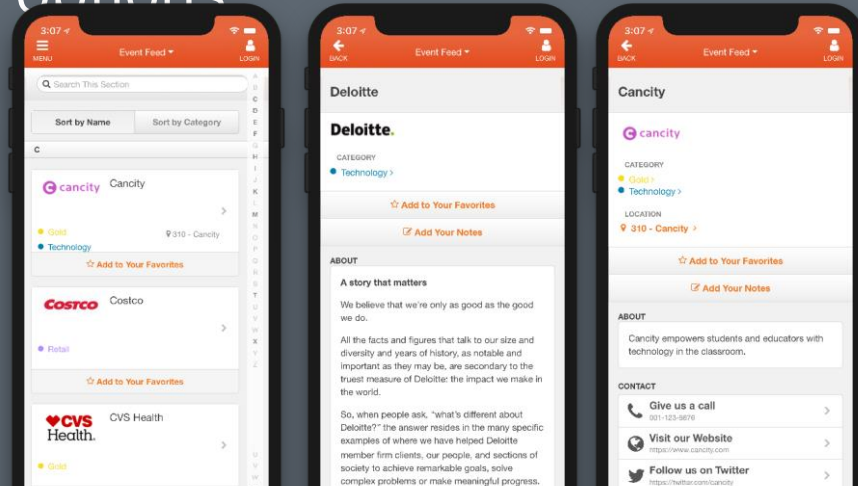


Example: Event registration invite with sponsor logos

IF YOUR SPONSOR IS SEEKING

Brand Awareness in Your Mobile Event App

Offer these event app or
digital signage sponsorship
options



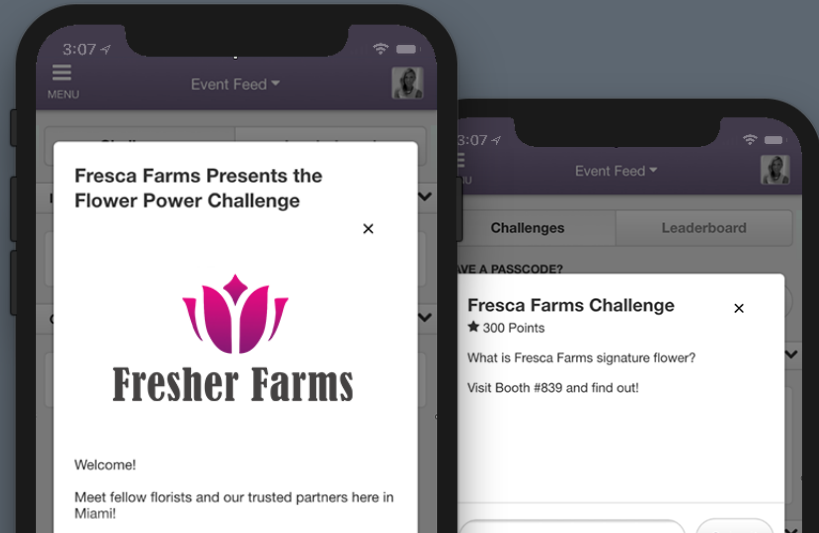
1. Short or enhanced company description.
2. Highlighted or standard logo on sponsor section.
3. Listing in sponsor tab.
4. Sponsor ribbon.
5. Link to company URL.
6. Social media link (Twitter/LinkedIn).
7. Logo on Live Poll results screen.
8. Link to downloadable resources (brochures, company collateral)
9. Link to branded video.
10. Banner ads.
11. App banner placement on home page or map page.
12. Link to special offers/giveaways.

Examples: Sponsor pages in event app

IF YOUR SPONSOR IS SEEKING

Interaction With Attendees to Collect Insights

Offer these event app or digital
signage sponsorship options



1. Branded survey or poll to captures audience insights.
2. Gamification points and prizes to encourage attendees to visit the sponsor's booth and/or interact with the sponsors.
3. Sponsored giveaways to be redeemed via gamification challenges and activity onsite.
4. Direct messaging for sponsor staff to connect via chat with attendees one-on-one.
5. Sponsor specific Group Discussion channels.
6. Shoutouts and special messages in Group Discussions.

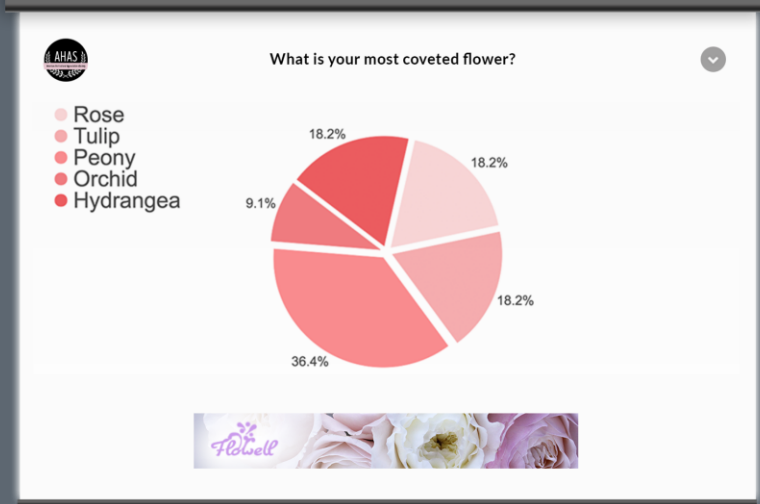
Example: Gamification with sponsor logos, trivia, and attendee interaction.

IF YOUR SPONSOR IS SEEKING

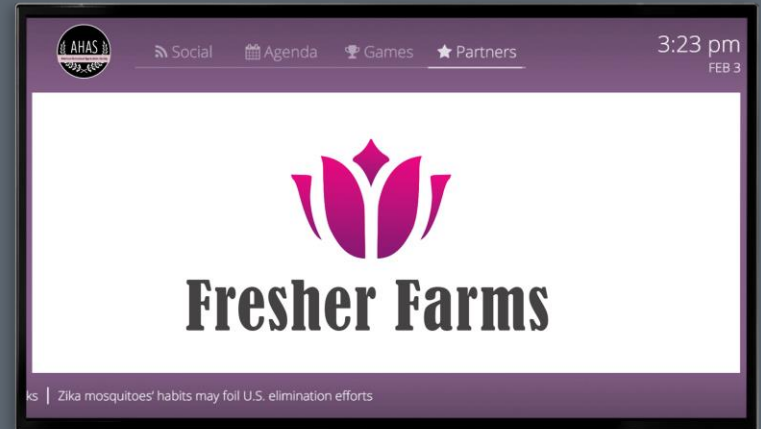
Onsite Brand Awareness

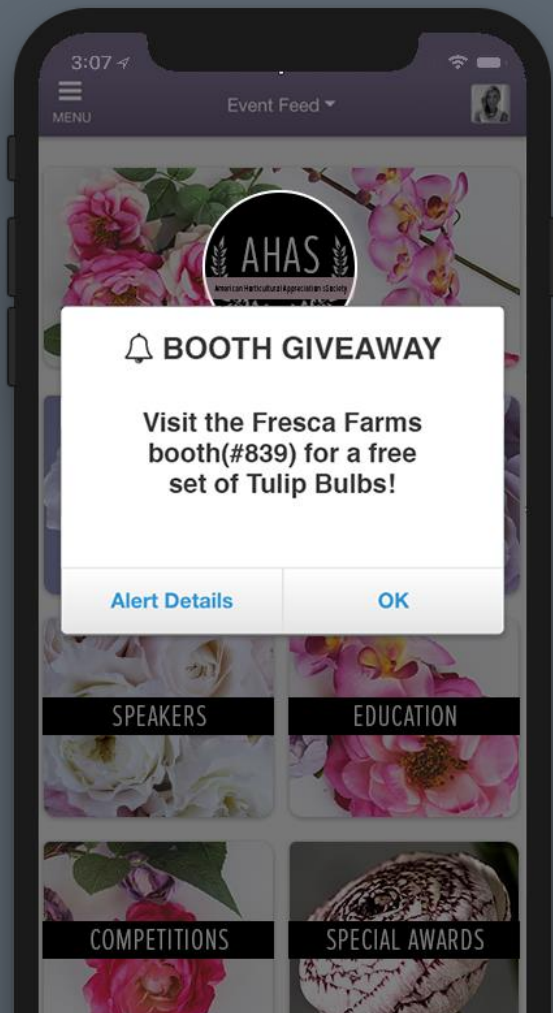
Offer these event app or digital signage sponsorship options

1. Logo on event registration site.
2. Logo and/or mention in your pre-event registration invite emails.
3. Logo on Live Poll result screens.
4. Social media shoutouts (Facebook, Twitter, Instagram, LinkedIn etc).
5. Promoting your sponsors' speakers.
6. Logo on Live Display digital signage.



Example: Sponsor logos on Live Poll results, and Live Display screen .





IF YOUR SPONSOR IS SEEKING

Direct Messaging With Targeted Attendees

Offer these event app or digital signage sponsorship options

1. Targeted segment or mass Alerts/ Notifications with/without their logo.
2. Targeted segment or mass email.

Example: sponsored event app alert

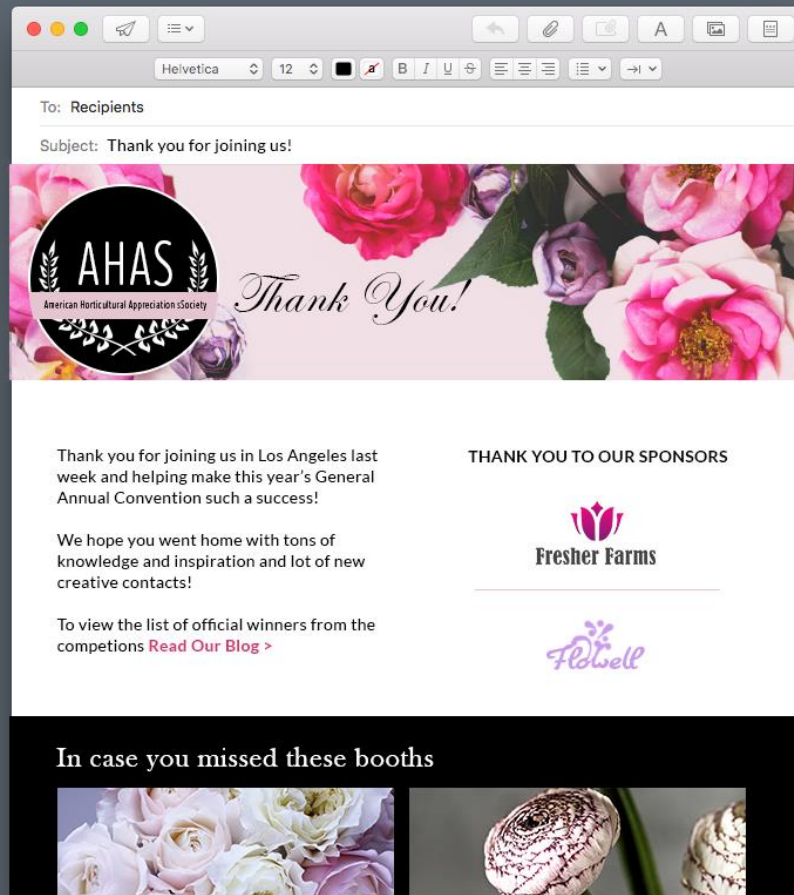
IF YOUR SPONSOR IS SEEKING

Post-Event Mentions

Offer these event app
or digital signage
sponsorship options

1. Logo/Mention in Post-Event Email or Survey.
2. Survey question built around a sponsor.
3. Review sponsor booths.

Example: Sponsor logos and booths in the thank-you email.



Sample Tiered Sponsorship



Platinum Level Sponsor


Company Info

- Listing on Sponsor Tab
- Standard Logo
- Company Description (250 words)
- Link to URL
- Social Media Link (Twitter/LinkedIn/Facebook)
- Sponsor Ribbon
- Link to Special Offers/Giveaways
- Link to Downloadable PDF

Live Display

- Dedicated Screen with Company Logo on  Live Display Screens

Alerts

- 2 Specific Alerts Sent to all Attendees  (Can Include Sponsor Logo & Links)

Home Screen Advertisement

- Custom Home Screen Ads that Links to Profile or Website

Audience Interaction

- Questionnaire Data Collection included in Post-Event Survey
- Logo on Live Poll Results on Screen

Gamification

- Included in Booth Check-In Game and/or Sponsor Trivia Game

Booth Information (if applicable)

- Booth #
- Logo on Booth Location in Map
- Exhibitor Collateral Brochure PDF

Gold Level Sponsor


Company Info

- Listing on Sponsor Tab
- Standard Logo
- Company Description (250 words)
- Link to URL
- Social Media Link (Twitter/LinkedIn/Facebook)
- Sponsor Ribbon
- Link to Special Offers/Giveaways

Live Display

- Dedicated Screen with Company Logo on  Live Display Screens

Alerts

- 2 Specific Alerts Sent to all Attendees  (Can Include Sponsor Logo & Links)

Audience Interaction

- Questionnaire Data Collection included in Post-Event Survey

Gamification

- Included in Booth Check-In Game and/or Sponsor Trivia Game

Booth Information (if applicable)

- Booth #
- Logo on Booth Location in Map
- Exhibitor Collateral Brochure PDF

Silver Level Sponsor

Company Info

- Listing on Sponsor Tab
- Standard Logo
- Company Description (250 words)
- Link to URL
- Social Media Link (Twitter/LinkedIn/Facebook)
- Link to Special Offers/Giveaways

Live Display

- Dedicated Screen with Company Logo on  Live Display Screens

Gamification

- Included in Booth Check-In Game and/or Sponsor Trivia Game

Booth Information (if applicable)

- Booth #
- Logo on Booth Location in Map
- Exhibitor Collateral Brochure PDF

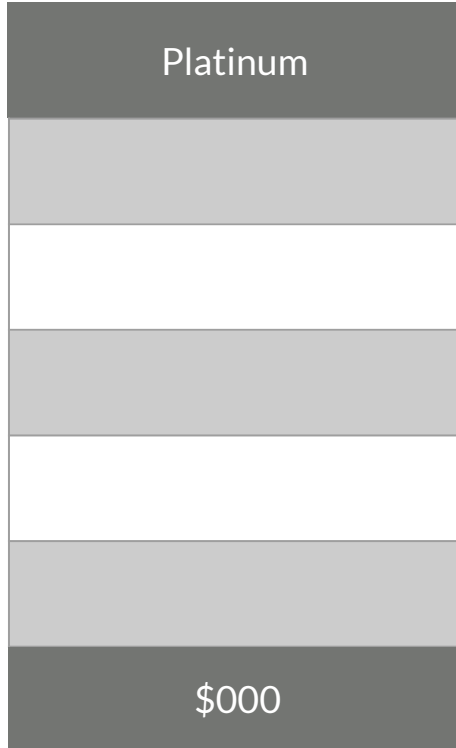
Sponsorship Matrix

	Platinum	Gold	Silver	Exhibitor
Company Profile: Name, Logo, Description, Website, Social Media Links Sponsor Ribbons: On sponsor listing page Downloadable PDFs: On company profile	✓ ✓ ✓	✓ ✓	✓	✓
Live Display: Dedicated screen with company logo Live Display: Shared screen with other sponsors	✓	✓	✓	
2 Banner Ads: Shown throughout the app (speakers, agenda, main menu) 1 Banner Ad: Shown throughout the app (speakers, agenda, main menu)	✓	✓		
2 Alerts: Sent to all attendees (can include sponsor logos and links) 1 Alert: Sent to all attendees (can include sponsor logos and links)	✓	✓		
Home Screen Advertisement: Custom home screen ad (links to company profile)	✓			
Audience Response: Logo on Live Polling results page (displayed at opening ceremony, sessions, etc) Questions: Included in post-event survey	✓ ✓	✓		
Booth Information: Logo, Description, Interactive Mapping Downloadable PDF: Included on Sponsor Profile	✓ ✓	✓ ✓	✓ ✓	✓ ✓
Gamification: Included in check-in game or sponsor trivia game	✓	✓	✓	✓

Build Your Sponsorship



Build Your Sponsorship Tiers



Activate New Streams of Non-Dues Revenue Through Event Tech Sponsorship

Ready to learn more about how EventMobi can help you access new revenue channels through event technology sponsorships? As a global leader in event technology, we can help you attract the right sponsors with more creative and measurable sponsorship options.

Working with renowned organizations like the Institute of Electrical and Electronics Engineers (IEEE) and the Boys and Girls Club of America, EventMobi is the most trusted event tech name in the non-profit and association section and the right partner for associations who need to increase their bottom line through sponsorship.

What's

Next?

1. Find out how we helped the Boys and Girls Club of America increase member engagement with an event app. [Read the article >](#)
1. Ready to talk event sponsorship strategy? Reach out to our association experts for a one-on-one chat. [Contact EventMobi >](#)



#1 EVENT APP
WORLD WIDE



ESTABLISHED
IN 2010



10,000+
CLIENTS



24
LANGUAGES



TRUSTED
BY PLANNERS



10,000,000
ATTENDEES



LOVED
BY ATTENDEES



72
COUNTRIES

Some of our Corporate Clients & Associations



Top Industries Using EventMobi

TECH



MANUFACTURING



MEDICAL



FINANCE



EDUCATION





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create incredible event experiences