



How to Create a Sponsorship Strategy That Will Maximize Your Event Revenue

Introduction

As an event planner, you likely depend on several event revenue streams such as selling tickets, merchandise, hotel bookings, paid workshops or/sessions and sponsorship.

While it's feasible to patch together money from these sources to cover the cost of your event, what can make the difference to your budget is generating dependable, ongoing revenue through sponsorship. Developing strong relationships with sponsors interested in reaching your attendees can make the difference between having enough funds to run a decent event versus an incredibly unique, memorable event while turning a profit.

With the rise of virtual and hybrid events, today's sponsors are becoming more discerning in the opportunities they choose to invest in. Despite the large quantity of data generated by virtual events, research suggests sponsors are finding it difficult to meet their objectives online. They have indicated a preference for in-person event sponsorship to achieve goals like generating leads because of the perceived ease of creating connections in-person.

This poses some clear challenges for event sponsorship that will be addressed in this guide, to help event planners create better sponsorship packages for all event formats that will delight sponsors with measurable ROI. Read on to learn how to create a sponsorship strategy that will maximize your event revenue!



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Start with [Section 1](#), where you will find out the three steps you need to follow to create a successful sponsorship proposal. Next, in [Section 2](#), we break down how to create sponsorship packages for every event format. Depending on what type of event you are planning (in-person, virtual or hybrid), skip to the event type relevant to you. In [Section 3](#), we'll review the benefits of Tiered and À La Carte Sponsorship models. In [Section 4](#), you'll get some ideas on how to value your sponsorship items competitively. And in [Section 5](#), we'll break down how you can write a killer sponsor recap report post-event.

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3 Steps to a Successful Sponsorship Proposal

Step 1: Establish Your Event's Core Qualities

With the wide variety of event content now available both online and in-person, audiences are becoming much more selective about where their attention goes. That's why it's crucial to identify the core qualities that will help you to retain — and even expand — your event's target market.

It's not called a "captive audience" for no reason. When an event's content resonates with attendees, they will devote their full attention to it. In turn, sponsors will have an opportunity to build brand loyalty by aligning their messaging with a greater cause. For maximum impact, incorporate event features that are interactive, emotionally engaging, relevant, and tailored to the unique needs of your attendees.



Interactive

Creates a dialogue, rather than just a one-way monologue



Emotionally Engaging

Taps into topics and causes that consumers are passionate about



Relevant

Provides valuable educational content or solves a consumer pain point



Tailored

Uses content visibility functions and targeted messaging to ensure the most customized experience for each market segment



William Rosen, Founder of Integral Marketing & Creative LLC, showed remarkable foresight with predictions he made about the event industry a decade ago. Rosen suggested that sponsorship marketing could play a leading role in activating consumer behavior by tapping into core social values:



“Done properly, sponsorship marketing can offer much more than mere affinity and eyeballs. As marketers continue their shift from building brands to activating them, sponsorship marketing’s ability to connect with people’s passions and deliver inherently social content is only going to make it a more important tool in marketers’ arsenals.”



— William Rosen

[Six Steps to Successful Sponsorships](#),

Harvard Business Review

These observations are just as true for virtual and hybrid events as they are for traditional in-person formats. The psychology remains the same, but the methods have evolved over time.

Step 2: Identify Your Sponsors’ Core Goals

At the end of the day, sponsors are marketers. When a marketing department invests in an event, their company’s financial leadership will hold them accountable for the budgetary expenditure. Where marketers decide to allocate their spend depends on their core goals and how effectively an event can help them achieve these goals.

“Sponsorships can help associate corporate and brand names with a specific event or experience, allowing the organization or the brand to transcend its characteristics, values, and physical attributes and instill additional meaning and value. Through sponsorship, an event’s image will become associated with the sponsoring brand and/or corporate name”

— George Filis & George Spais

[The Effect of Sport Sponsorship Programs of Various Sport Events on the Stock Price Behaviour During a Sport Event](#)



Since the widespread adoption of virtual events in 2020, there have been some clear challenges regarding the value of virtual sponsorship packages. [A recent study by UFI and Explori](#) revealed that exhibitors think in-person events are better than virtual events for ROI, representing their brand, generating leads, overall experience, and networking. However, it appears that familiarity with virtual can change these attitudes. The same research discovered that as exhibitors become more familiar with virtual events, they see the value virtual can provide to generate leads and ROI.

To create sponsorship packages that will truly be attractive to potential sponsors, you'll need to prove that the sponsorship will help to enable their broader marketing goals.

Some common sponsor goals include:



Increasing awareness
around a new product
launch



Reaching out to
a new target
audience



Increasing brand
awareness with an
existing audience



Building relationships
and engaging with a
relevant community



Repositioning a brand
that has become
stagnant



Aligning a brand with social
responsibility/CSR
initiatives

In [Section 5](#), we share the different types of data you can gather and share with your sponsors to demonstrate how your event has helped them to meet their objectives.

Step 3: Profile Your Attendees Like a Target Audience

Another critical piece of information you need to understand (and be ready to communicate to sponsors) is a detailed breakdown of your attendees' demographic and psychographic profiles. This may sound a bit creepy, but marketers and advertisers are pretty accustomed to accessing tons of data on their target audiences. This market segmentation makes it possible to drill down and run campaigns to very targeted groups.



The EventMobi event platform makes it easy to collect this information. EventMobi's registration process can include up to 150 custom fields, allowing you to ask as many questions as you need to pinpoint the most promising leads for your sponsors. The platform also offers a People Library that allows you to organize attendees into relevant groups. This functionality makes it easy for you to give specific groups targeted access to sponsor content and messaging.

Important attendee characteristics could include:



Demographics

- ✓ Age
- ✓ Gender
- ✓ Income
- ✓ Marital Status
- ✓ Language
- ✓ Job
- ✓ Company Size
- ✓ Academic Background



Psychographics

- ✓ Attitudes
- ✓ Aspirations
- ✓ Work/Life Challenges
- ✓ Work/Life Goals
- ✓ Workplace Responsibilities
- ✓ Brand Preferences, etc.

You can even include this information in your sponsorship proposals if you already have access to prior attendee responses. Remember: The community you can attract is possibly the most crucial aspect of your value proposition.



Section 2

Creating Sponsorship Packages

Before you start creating sponsorship packages that integrate event technology benefits, you must clearly understand the following factors.



Your sponsors' goals



Whether they're seeking shared vs. exclusive partnership

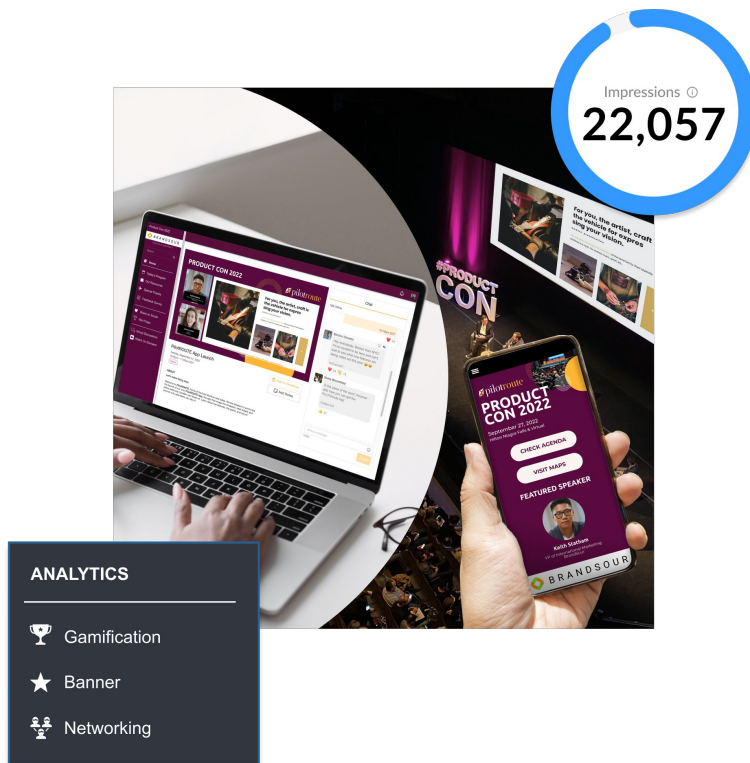


Whether they prefer an À La Carte or a Tiered model



Which segment of your attendees are most similar to their target audience

Sponsorship Ideas for In-Person, Virtual and Hybrid Events



To get your creative juices flowing; next, we're going to look at some ideas on how to leverage sponsorship opportunities for your in-person, virtual and hybrid events.

At this stage, you'll also want to consider how you're going to measure the ROI of each benefit so you can let sponsors know what type of results they can expect from the get-go.

Try and view these ideas through the lens of your sponsors' goals. If they're interested in building brand awareness with your audience, banner ads, full page ads and sponsored sessions might be the right suggestion. But for those sponsors who are interested in engaging with an audience, sponsored surveys or live polls may be a better idea.



Mobile Event App Home Screen: Make a Powerful First Impression



Every Mobile Event App has a customizable home screen that typically features core event details like the event's agenda and speaker bios. With every attendee starting their mobile experience on this page, there's no better place to offer exposure. Put your main sponsor's logo on the home screen to ensure every attendee has a direct, impactful interaction with the sponsor's brand.



HOW TO SELL IT TO YOUR SPONSOR?

"First impressions are lasting impressions. Maximize your exposure by being the first thing everyone sees."



DESIGN TIP

Don't be afraid to change branded images each day. When attendees go to their app on the second or third day of the event and see a new, eye-catching graphic, it will pique their curiosity and encourage them to engage further.

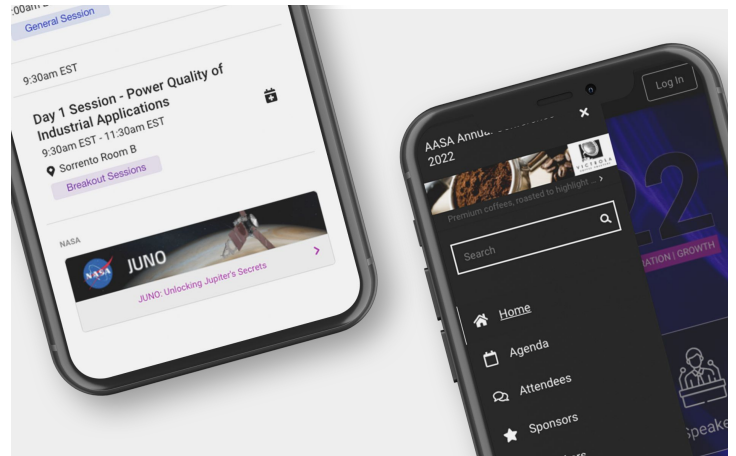


HOW DO I ADD BRANDING TO THE HOME SCREEN?

EventMobi offers an easy, drag-and-drop Page Designer that allows you to upload dynamic images that can link to information about the sponsor, either within the app or the sponsor's website. You can even underscore the impact by adding their branding to the loading screen or by using it in a splash screen.

Banner Ads:

Every Page Can Be a Point of Contact



On-screen banners ads are the standard in Mobile Event App sponsorship. You see them everywhere and for a good reason: they're impactful. Banner ads allow your sponsors to generate brand awareness by sending attendees a strong message on the pages where they'll be spending the most time.

Static and rotating banner ads are powerful and dynamic. Link sponsor images and messaging to their profile, website, or promotions. Place banner ads at focal points throughout the app such as on top of the menu or at the bottom of other high-traffic sections.



HOW TO SELL IT TO YOUR SPONSOR?

"Every page can be a point of contact—an opportunity to reach your attendees and expand your audience."



HOW MANY BANNER ADS SHOULD WE RUN?

Determining how many unique banner ads to run in your app depends on whether you're going with a shared or exclusive sponsorship strategy. Whether your banners rotate on the same page or randomly throughout the app, the more banner ads you have, the less exposure each will get. We recommend keeping the number of banner ads under five.



HOW TO MEASURE ROI?

As the objective of banner ads is typically to generate brand awareness rather than engagement, it's best to measure banner ad effectiveness by looking at the number of page views before the number of clicks.

navigate to sessions, connect with other attendees and participate in games and other activities. This makes the app an excellent place to deliver time-sensitive announcements, which offer another substantial opportunity to generate revenue.

If one of your sponsors wants to draw more foot traffic for a live product launch or promo, you can send out a sponsored alert with details to direct attendees to their booth. Direct Notifications also allow sponsors to send notifications to specific groups of attendees with particular interests who are attending specific sessions. For example, you may want to offer your technology sponsor the chance to send a notification to everyone attending the technology-specific sessions. This is a sure way to help sponsors tailor their outreach!



HOW TO SELL IT TO YOUR SPONSOR?

"Send a branded, custom message to every attendee that they're guaranteed to open. Or, you can go a step further and use Direct Notifications to reach the segment of attendees you care about the most."



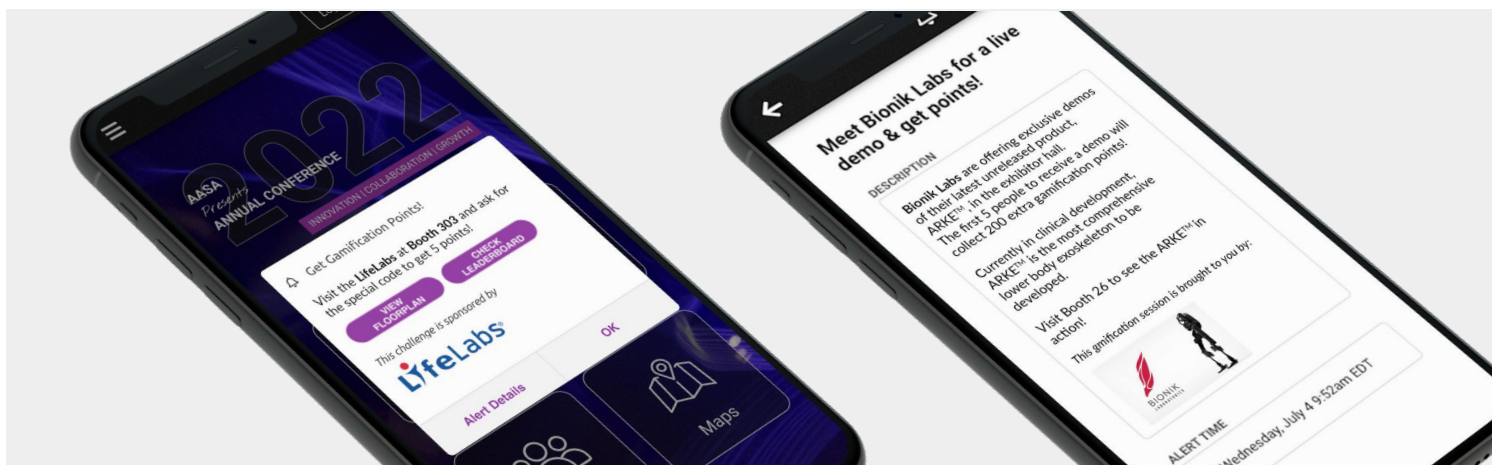
DESIGN TIP

Direct Notifications allow you to include images as well as a message. If your sponsors would like to have a logo or branded image in the message, you can charge a premium.

Notifications, Updates & Alerts:

Get Gamification Points!

Most of your attendees will be opening your Mobile Event App frequently throughout the event to help



Map Sponsorship:

Eyes on Your Map = Eyes on Your Sponsor



Whether they're looking for the registration desk or the route to their next session, attendees will reference your map. With all those eyes looking for directions, you can place sponsors' logos in the title area of the map—somewhere eye-catching that doesn't interfere with the map.

Or, you can help drive traffic to sponsor booths or tables by highlighting and labeling them on your map, in addition to including their logo on the map itself.



HOW TO SELL IT TO YOUR SPONSOR?

"Maps are consistently one of the top five most-used features! Attendees are constantly accessing the map to see where they're going next, so why not take advantage and brand it?"



HOW TO MEASURE ROI?

Check out the number of times attendees accessed your map; that's also the number of times attendees saw your sponsor's logo

Lead Gen:

Converting Session Attendance Into Audience Segments

Many event apps offer the ability for attendees to favorite sessions and exhibitors. Luckily, as an event planner, you will have access to all of this information for sponsors. In turn, you can export favorited session lists to see exactly who went to what session. For example, perhaps your AV sponsor would appreciate getting in touch with everyone who attended the session, "10 Things you Need to Know About the Future of AV".

At the event, you can offer sponsors Direct Notifications to reach out and send that group of attendees targeted alerts about deals and promotions on offer. Or, you can export lists of session attendees and share email addresses with sponsors for post-event follow-up.



HOW TO SELL IT TO YOUR SPONSOR?

"Reach your target audience, segmented by personal or professional factors...like professional interests or pain points."



HOW TO MEASURE ROI?

You can measure ROI through leads generated for sponsors (email addresses and contact names). If you plan to use your app as a lead generation tool, though, make sure your privacy policy reflects this and is duly communicated.



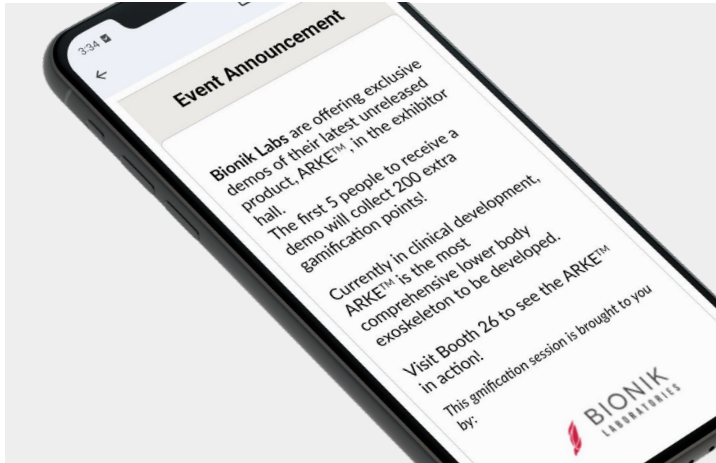
Offer On-Site
Exposure



Target New
Audiences

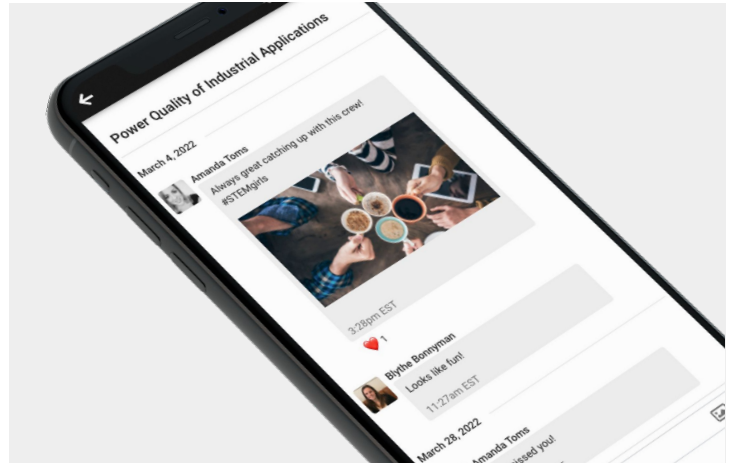
System Emails:

Showcase Sponsors in Pre-and Post-Event Communications



Group Discussions:

Spark Conversations and Capture Insights



To encourage app downloads before your event, send attendees an email inviting them to access the app and fill out their attendee profile. Include a logo in the email template and you can introduce attendees to one of your key sponsors right off the bat.

Post-event, when your attendees have taken notes on sessions and highlighted attendees or speakers to follow up with, they can use EventMobi's Quick Export function to send these details to their inbox. By tweaking the email template, this custom email can also contain your sponsor's logo.

Maybe your sponsors need to capture customer feedback on a new product that they're launching at their trade show booth. Or, perhaps they'd like to continue a hot topic conversation that spawned off a sponsored speaker's keynote.

Group Discussions are a valuable attendee networking and knowledge sharing tool that curates event discussions into channels so attendees can join conversations they care about most. Used effectively, Group Discussions can become a hotbed of insightful conversation during your event.



HOW TO SELL IT TO YOUR SPONSOR?

"Use branding to make every attendee touchpoint count—from downloading the mobile event app to rounding up their notes post-event"



HOW TO SELL IT TO YOUR SPONSOR?

"Imagine you had the opportunity to catalyze topical conversations with your target audience and discover actionable insights?"



HOW TO MEASURE ROI?

The number of emails opened will be a good indicator of logo impressions for your sponsors.



HOW TO MEASURE ROI?

As a quantitative measure, look at the number of participants in the Group Discussions channel. The most valuable insights will be the qualitative learnings that arise from these discussions.





WAIT, WHERE DOES SPONSORSHIP COME IN?

You could create sponsored discussion channels for attendees with common interests, professional specialization, geographic location or chapter membership.

Your sponsor could pay for the privilege to moderate topics of conversation around specific insights they're looking for from this audience.

Suggested topics can range from brand-specific to broader industry topics, including product feedback, Ask the CEO, industry best practices, what's broken in ___(your industry), biggest challenges as a ___(job specialization), etc.

- ✓ Reward higher-tier exhibitors with a competitive edge by offering enhancement packages that allow them to improve their presence in your exhibitor listing.
- ✓ Offer exhibitors richer profiles, which might include their logo, social media links, ribbons, and attached resources.
- ✓ Bolster their profiles with product presentations, PDF brochures, inventory lists, flyers, and videos.
- ✓ Enable sponsors to pass around exclusive coupons and discount codes. These have been a hit at many consumer shows.



HOW TO SELL IT TO YOUR SPONSOR?

"An enhanced exhibitor profile sets you apart from other exhibitors and transforms your profile into a valuable resource for attendees. It can also help generate interest and drive foot traffic to your booth."



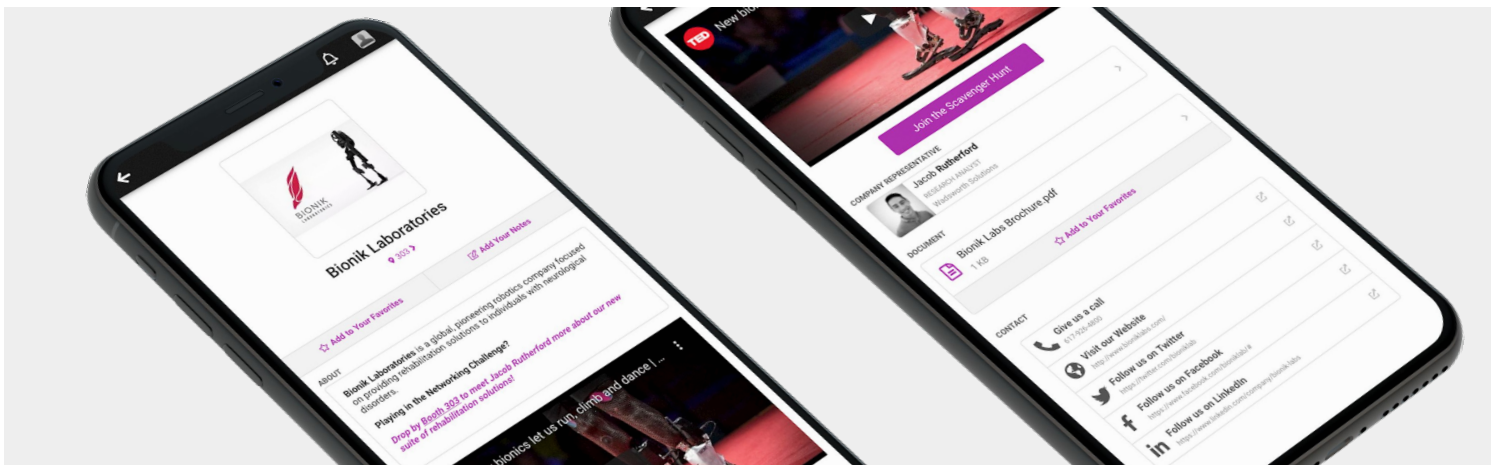
HOW TO MEASURE ROI?

Check the number of times attendees have accessed your exhibitors' profiles.

Exhibitor Profiles:

Make Your Exhibitors More Than Just a Booth

At any event, exhibitors compete for attention to promote themselves and any new product launches. Here are a few strategies to enhance the profile of main sponsors within your Mobile Event App:



Sponsor Listings:

Stand Out from the Crowd

Highlighting the top sponsors or exhibitors in the listings is a great way to raise their profile with your attendees. Offer them the chance to enhance their appearance in the list with ribbons, category banners, and placement at the top of the list. Remember, mobile users typically spend just 3-5 seconds looking at a page before selecting what to do next, so anything higher up the list stands a better chance of being seen.



HOW TO SELL IT TO YOUR SPONSOR?

"A small change can make a big difference! And a splash of color is all it takes to stand out from the competition in sponsor listings."



Capture Attendee
Attention

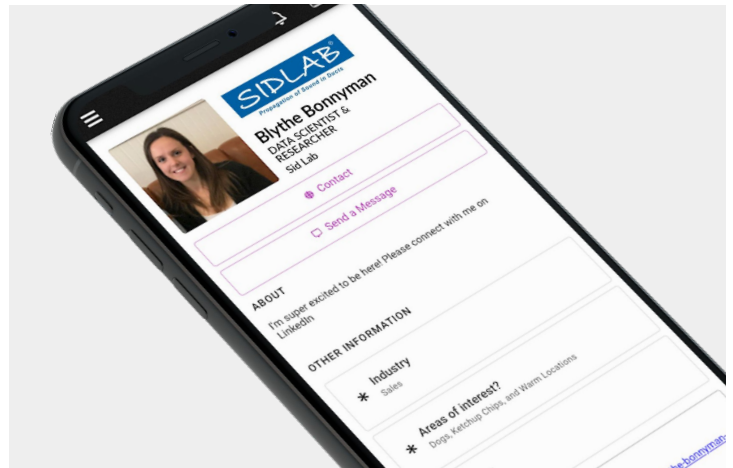


Build New
Relationships

Attendee Networking:

Creating a Personal Connection with Sponsor Staff

Attendee Profiles allows attendees to create and manage their online presence at the event. Since attendees can build out profiles with everything from social media links to a profile picture, personal interests to a professional title, this is where attendees will go to see who else is coming to the event.



Robust attendee profiles also serve to make one-to-one in-app chat more engaging. While viewing an attendee profile, sponsor staff can simply click "Send a Message", and a private chat box opens between the two parties. Any private information is protected as the messenger service functions through the Mobile Event App without sharing a phone number or email address.



HOW TO SELL IT TO YOUR SPONSOR?

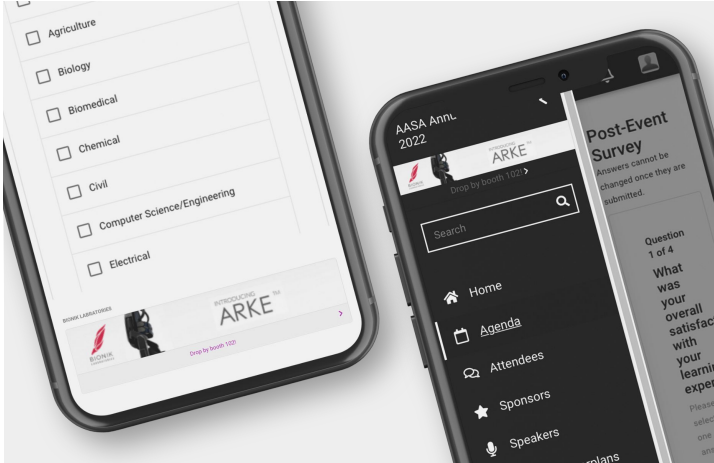
"Instead of being just another brand, give your on-site staff a name and a face so that they can create real, lasting relationships with attendees."



WAIT, WHERE DOES SPONSORSHIP COME IN?

While this feature is usually exclusive to attendees, you may want to allow sponsor staff to create profiles for a price. You can even add a link from their personal profile directly on their company's exhibitor page too. This will allow sponsors to follow up directly with attendees who stopped by their booth and expressed interest in their product or service.

Sponsored Surveys & Contests: Engage Attendees and Collect Qualified Leads



Sponsors need to understand their customers. To do so, they love to ask questions and collect important data that will help them understand the needs and desires of prospective clients. As the event organizer, you can significantly enrich your sponsors' experience by providing them with a platform to engage attendees.

Allowing your sponsors to design and promote their survey provides them with a tool they can use to engage attendees in fun and exciting ways while at the same time collecting valuable customer data that helps them in the future.



HOW TO SELL IT TO YOUR SPONSOR?

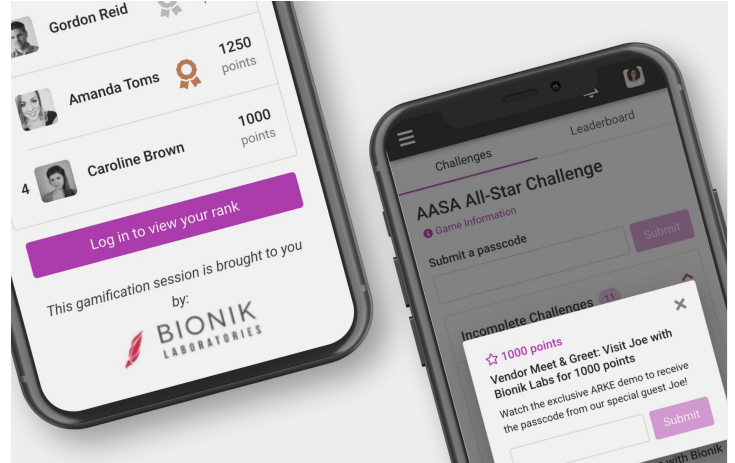
"Gain valuable insights into your customers by asking key, defining questions. With that data, you'll be able to segment customer profiles for future marketing opportunities!"



HOW CAN I INCENTIVIZE SURVEY PARTICIPATION?

Offering sponsored prizes are a sure-fire way to increase survey completions.

Expo Games: Directing Attendee Behaviour



You've probably heard of event gamification, or maybe you've participated in games at a recent event. The idea of applying gaming mechanics—like points, badges, and leaderboards—is incredibly popular in the world of events. Think of gamification as a tactic to guide attendee behavior, and you'll be sure to come up with a whole host of ideas on how sponsors may want to prompt attendees to take action at your event. EventMobi's Mobile Event App offers a high degree of customization, and there are endless possibilities for creating games and challenges pre-, post- and during your event!



HOW TO SELL IT TO YOUR SPONSOR?

"While all the other exhibitors attempt to attract eyes, attendees will have a reason to come straight to your booth first."



DESIGN TIP

Use QR codes in your scavenger hunt as a visual cue for attendees to engage and promote the game to those passing by exhibitors.



CAN YOU GIVE ME SOME EVENT GAME IDEAS?

One exciting way you can integrate a sponsorship strategy into your event games is by incorporating your top sponsors into the games.

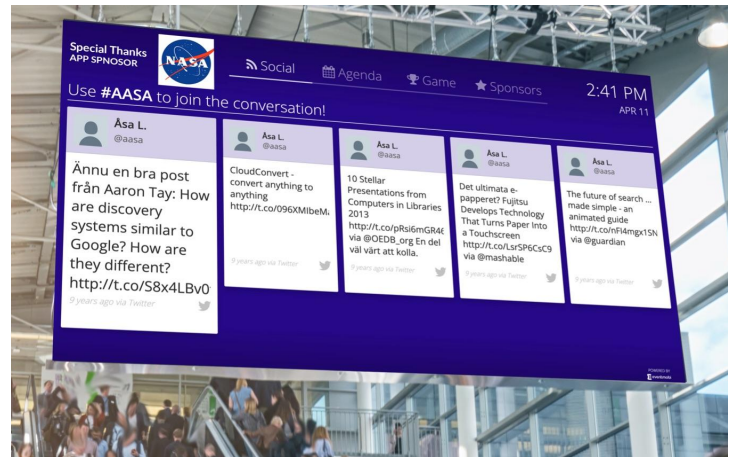
- ✓ Create a check-in style challenge to drive traffic to specific sponsors' booths or ask questions about a top sponsor's product presentation.
- ✓ While all the other challenges in your event game might be worth 10 points each, attach 50 points to a visit with your sponsor.
- ✓ Take it a step further and create a challenge that prompts attendees to start a conversation. For example, "For ten more points, what's the name of the new product the company is announcing today?"

Live Display:

Make a Big Splash with the Partners Screen

One of the features that make our digital signage solution, Live Display, genuinely unique is that it offers real estate for five sponsor logos within the rotating screens, from Agenda to Social to Games and Partners.

Gone are the days of locking down a firm sponsor deadline before so you'd have enough time to print their logos on physical signage and lanyards. With digital signage opportunities like Live Display, you can accommodate even the most last-minute sponsorship decisions. Because let's be honest, you never want to



have to turn away an offer for event sponsorship. Of course, it's a great inclusion in your planned sponsorship packages as well!



HOW TO SELL IT TO YOUR SPONSOR?

"Want to sneak in as a last-minute sponsor and get some significant real estate? No problem! With Live Display, it's still possible to make an impact."



DESIGN TIP

While the Partners Screen has room for up to five logos, if you've gone with an exclusive sponsorship model you could also offer this entire space to one sponsor for repeated logos or even an ad with event-specific messaging.

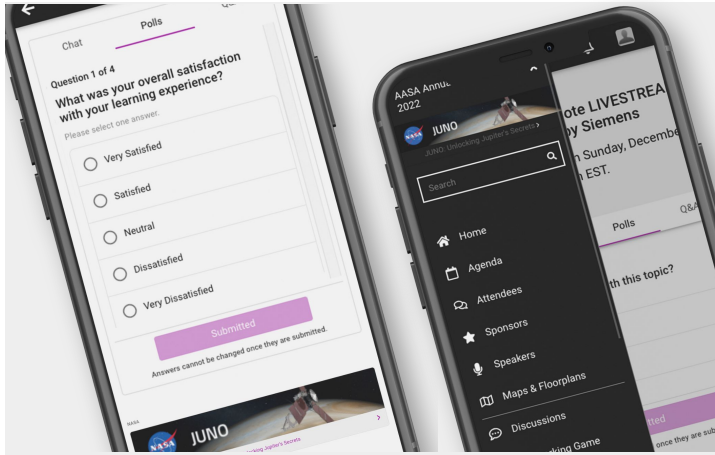


Offer On-Site
Exposure



Increase Brand
Awareness





Live Polling: Follow Your Attendees' Eyeballs

Attendees are always fascinated to see each other's opinions' translated into stats on the big screen. If a live audience response system is integrated with your app, you have a golden opportunity to use it for revenue generation. Poll results tallied on a large presentation screen are great attention grabbers, and a well-placed logo is guaranteed to attract some eyes.

Those few seconds of exposure are valuable, and you can offer them to your sponsors at a premium. Our digital signage solution—Live Display—integrates with EventMobi's Mobile Event App to make this possible.



HOW TO SELL IT TO YOUR SPONSOR?

"Everyone likes to see the results of live polls! Get your logo up, front and center where everyone's attention will be."



Offer On-Site
Exposure



Increase Brand
Awareness



Offer Pre-Event
Exposure



Target New
Audiences

Registration: Put Sponsors in the Spotlight

You can offer branded registration to sponsors who want to be in the spotlight from the very beginning of your event. Adding a logo to the registration site and the registration email invite is a smart way to offer pre-event exposure.



HOW TO SELL IT TO YOUR SPONSOR?

"Capture the attention of your target audience from one of their very first touchpoints with the event: the registration email and site."

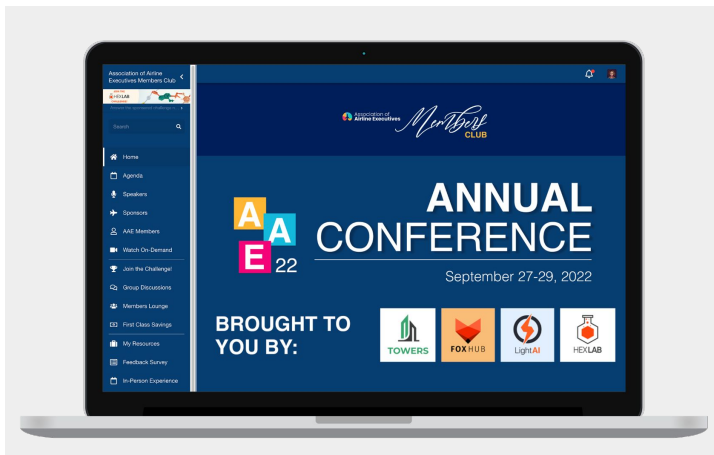


HOW TO MEASURE ROI?

To identify logo impressions, you can look at the number of emails sent and the number of registration pageviews.



Virtual Event Space Home Screen: Prime Digital Real Estate



EventMobi's Virtual Event Space has a customizable home screen that typically features event details and speaker bios. This is the ideal place to offer your sponsors exposure as every attendee starts their experience on this page. Placing sponsor logos on the home screen will have an immediate and memorable impact on your attendees.

Link out from sponsor logos to other pages in your event space, such as virtual exhibitor booths, sponsored sessions or advertorial pages. At virtual events, you don't have to wait for attendees to find sponsors on the show floor—you bring the sponsors to them.



HOW TO SELL IT TO YOUR SPONSOR?

"Create a memorable impression and maximize your company's brand exposure by having your logo be the first thing your target audience sees when they log on to the event."



DESIGN TIP

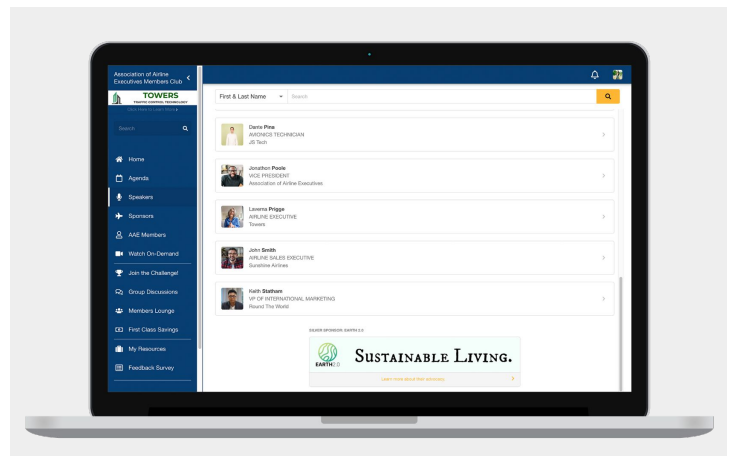
Consider changing branded images daily to pique attendee curiosity with new messaging over the course of your event.



HOW DO I ADD BRANDING TO THE HOME SCREEN?

EventMobi offers an easy, drag-and-drop Page Designer that allows you to upload dynamic images that link to information about the sponsor, redirecting them to the sponsor's virtual booth or their external website. You can even amplify the impact by adding their branding to the loading screen or creating a branded splash screen.

Banner and Full Page Ads: Maximizing Points of Contact



The critical thing to remember about banner ads is the more popular the content they appear alongside, the more influential they are.

You can place banner ads at focal points throughout the Virtual Event Space—at the top of the attendee list, agenda pages, and at the bottom of other high-traffic sections. Banner ads allow you to link to a sponsor's profile, website, or promotions, along with a custom-designed image and message.

Looking for more digital real estate to share sponsor messaging? Create full page sponsor advertorials with EventMobi's Page Designer and promote them as menu sections or via home screen widgets.





HOW TO SELL IT TO YOUR SPONSOR?

Win them over by saying, “Placing banner ads on high-traffic pages across the virtual event space will allow you to expand the awareness of your brand by increasing the number of touchpoints with attendees. Or, for maximum impact, use a full page advertorial to tell your brand story.”



HOW MANY ADS SHOULD WE RUN?

You first need to decide whether you will be going with a shared or exclusive sponsorship strategy. Remember, when it comes to banner ads for your virtual event, less is more. The more banner ads you have, the less exposure each will get, and the poorer the results will be for your sponsors. We recommend keeping the number of banner ads to five. Full page advertorials should also be limited to ensure their impact isn't diluted; we recommend a maximum of three.

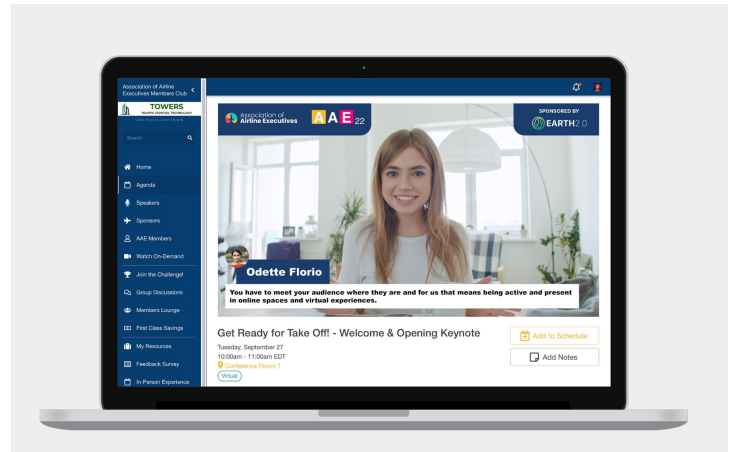


HOW TO MEASURE ROI?

Sponsors usually look to click-throughs as the success metric for banner ads; however the true value is in the amount of exposure they receive on high-traffic pages. Therefore, it's vital to provide sponsors with statistics on the number of impressions. Similarly, the ROI of a full page advertorial is best measured via page views.

If a sponsor's banner ad is shown during a live content session (either on the page or overlaid on the video itself), you should consider providing details on who watched the content and for how long. Using EventMobi's analytics tool you can see the watch time for every live stream or pre-recorded video, with the stats broken down by individual viewers.

Live Stream & Pre-Recorded Video Branding: Showcase Your Sponsors During Content Sessions



The main draw for attendees of virtual events is the content sessions. This makes your live stream and pre-recorded video sessions one of the most valuable opportunities for sponsors to gain exposure. Use branded overlays to display sponsor logos or banners during content sessions, or work with a specialist production team to add sponsor brand messaging to sessions with motion graphics, transitions, tickers and more.



HOW TO SELL IT TO YOUR SPONSOR?

“Keep your brand front and center for key content sessions where attendees will be highly engaged.”

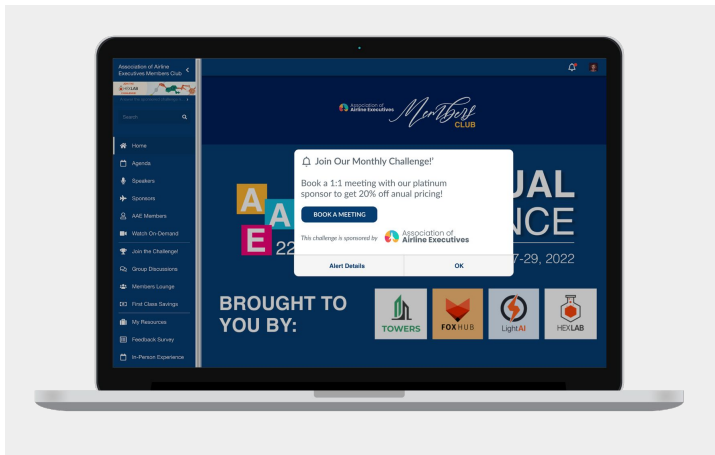


DESIGN TIP

EventMobi Studio—a built-in DIY live streaming tool—makes it easy for event professionals to create their own sponsor overlays for content sessions when self-producing live streams. Or, work with EventMobi's GoLive! Production Team to integrate sponsor-branded motion graphics, tickers, transitions and ads into live streams.



Notifications, Updates & Alerts: Let Your Sponsors be Heard



Push Notifications and Alerts allow you to broadcast sponsor messaging at strategic times, in turn offering a substantial opportunity for revenue generation and market research.

If one of your virtual sponsors is doing a live launch of a new product at your event, adding notifications, updates and alerts to their sponsorship package can be an effective way to drive traffic to their session and virtual booth.

Sponsors can also reach specific attendee groups based on interests or session attendance using Direct Notifications. For example, you could offer a sponsor specializing in HR management the chance to send a notification to everyone attending a DEI session. Alternatively, the notification could alert them to a special discount offer. This is a sure way to help sponsors reach specific attendees!



HOW TO SELL IT TO YOUR SPONSOR?

"Send a branded, custom message to targeted attendees who won't ignore the CTA. Or you can send a direct notification to every attendee for maximum brand recognition."



DESIGN TIP

Direct notifications aren't just limited to text, they can also include images. You can generate extra revenue by charging a premium for sponsors who want to include a logo or branded image.

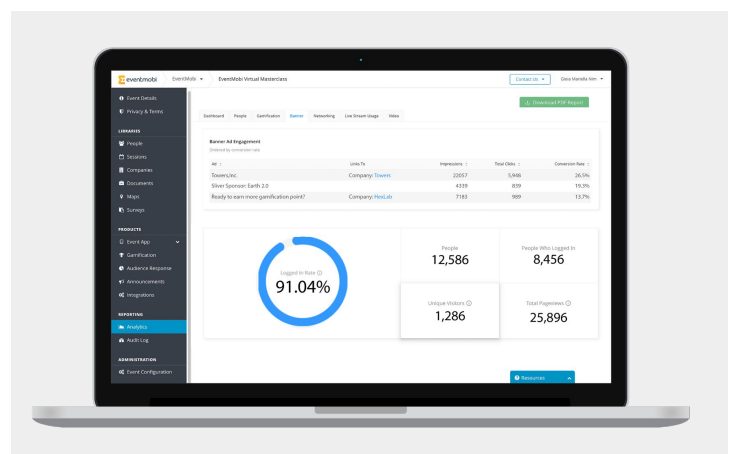
Lead Gen:

Generate Lists of the Most Promising Leads

EventMobi's virtual event platform allows attendees to favorite sessions and branded content. You can export attendance records along with a variety of engagement metrics.

This information not only helps to substantiate sponsor ROI but also enables you to generate lists of your sponsor's most promising leads. You can even share email addresses with sponsors for post-event follow-up.

For example, perhaps your live stream production sponsor might appreciate getting in touch with everyone who attended the session, "3 Things you Need to Know About the Future of Live Streaming."





HOW TO SELL IT TO YOUR SPONSOR?

“Follow up post-event with the attendees that match your target audience profile by segmenting the attendee population based on personal or professional factors.”



HOW TO MEASURE ROI?

Similar to your in-person event, the best way to measure ROI for your virtual event is through leads generated for sponsors (email addresses and contact names). However, if you plan to use your event platform as a lead generation tool, make sure your privacy policy clearly explains that you will be sharing contact information with sponsors.

after their session using EventMobi’s 1:1 Video Meetings feature.



Ideas for possible sessions include:

- ✓ A deep-dive Q&A following a popular session
- ✓ A workshop or user training session
- ✓ A product demo
- ✓ A focus group discussion
- ✓ A networking lounge



HOW TO SELL IT TO YOUR SPONSOR?

“Imagine you had the opportunity to connect on a personal level while catalyzing topical conversations with your target audience? What if you could discover actionable insights from them?”



HOW TO MEASURE ROI?

As a quantitative measure, you can look at the number of participants in the Interactive Breakout Rooms. You can also track attendee traffic following the sessions. Did any of them visit the sponsor’s virtual booth or click on a discount offer? How many 1:1 video meetings were booked after the breakout session?

Lead Engagement:

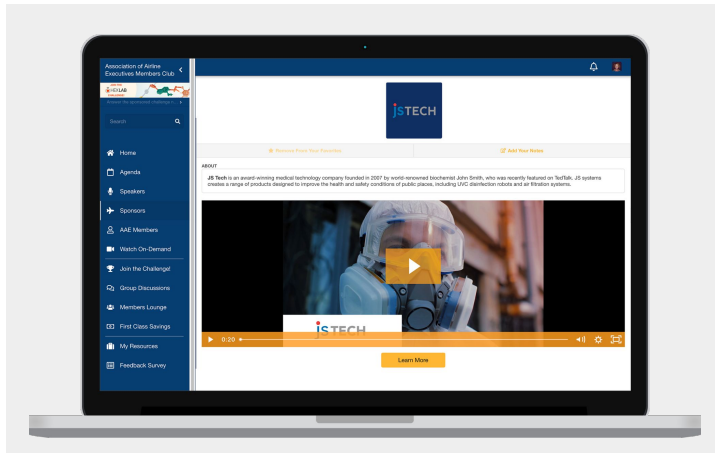
Provide Opportunities for Two-Way Interaction

Perhaps the biggest complaint among virtual event sponsors is that they don’t have enough opportunity to connect with attendees on a face-to-face level. Breakout sessions—particularly interactive breakouts with video conferencing capabilities—can provide just the kind of personalized connectivity that sponsors have been missing.

EventMobi’s Interactive Breakout Rooms allow up to 24 participants to join with video and up to 200 attendees with audio-only. For those who want to provide an interactive experience to an even larger group, EventMobi’s deep integration with Zoom makes it easy to manage up to 1,000 video participants at a time. Sponsors will be able to send meeting requests to follow up with qualified leads



Virtual Exhibitors Booths: Engage Attendees with Media-Rich Content



At virtual events, content is king, therefore it stands to reason that content-heavy virtual booths will perform best. Here are a few strategies to enhance the the virtual booths of key sponsors:

- ✓ Offer prime real estate within the exhibitor list (e.g. showcase them right at the top with a badge next to the company name)
- ✓ Take advantage of the media-rich capabilities of virtual exhibitor booths (e.g. include video demo reels, links to new products and downloadable resources, social media links, etc.)
- ✓ Offer visitors exclusive coupons, discounts and gamification codes; for added impact, send out a direct notification to promote these to targeted attendees



HOW TO SELL IT TO YOUR SPONSOR?

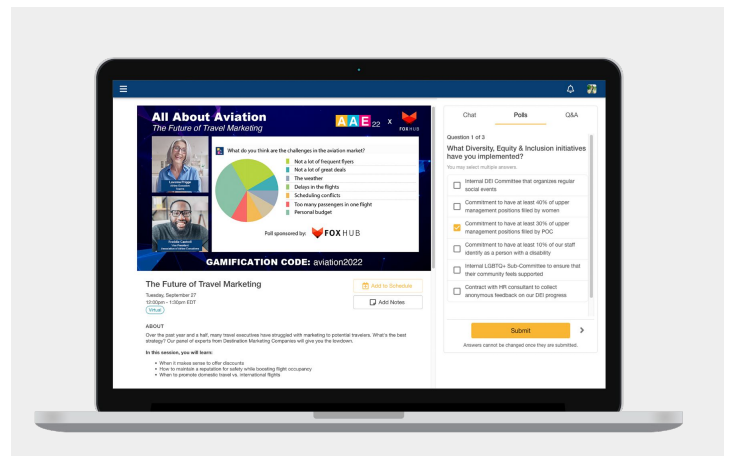
"If you want to generate more interest in your brand and traffic for your sales people, a virtual booth will allow you to create a content-rich resource for attendees with a 1:1 video meeting capability built right in."



HOW TO MEASURE ROI?

Provide data on the number of unique visitors who accessed your sponsors' virtual booth and how many of these visits led to further click-throughs.

Sponsored Surveys, Polls & Contests: Engage Attendees and Collect Qualified Leads



It is important for sponsors to show potential customers that their brand cares about consumer opinions. To do so, they look for opportunities to collect important data that will help them understand the needs and desires of prospective clients. Ultimately, this concept ties into the idea of community. What are their shared values and beliefs? How can the brand contribute to their collective goals?

Sponsors can design and promote their survey to engage attendees in fun and exciting ways while at the same time conducting valuable market research. Prompt attendees to participate in surveys at strategic times, such as during a break between content sessions.

Another option is for exhibitors to sponsor live polls. Attendees are always interested in how they



compare to their peers, so all eyes will be on the polling results. This represents prime branding real estate for your sponsors.

If the survey and polling questions can be tied thematically to the event's content, all the better.



HOW TO SELL IT TO YOUR SPONSOR?

"Surveys, polls and contests are great ways to gather valuable insights about your customers. This is your opportunity to ask key, defining questions. With that data, you'll be able to deepen your understanding of your customer profiles for future marketing opportunities!"

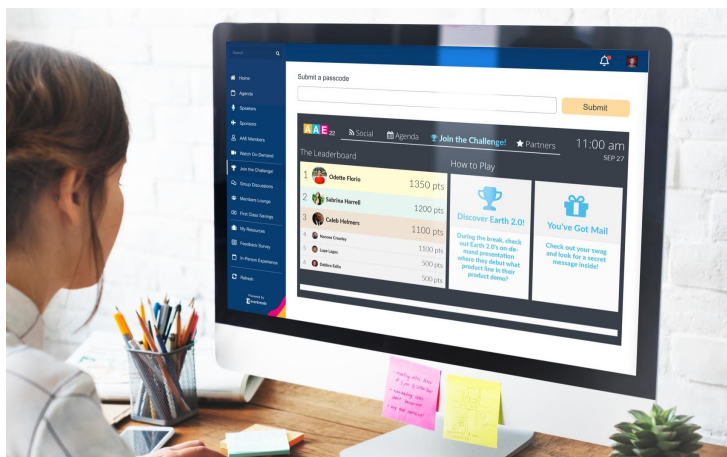


HOW CAN I INCENTIVIZE SURVEY PARTICIPATION?

Eliciting survey participation can be challenging, but prize draws can be an effective way to incentivize attendees to complete the survey. "Answer five quick questions to win an Amazon gift card!" Prizes can also be a further opportunity for product placements. Remember to be clear with your attendees by indicating that it's a sponsored survey.

Gamification:

Drive Attendee Engagement



The idea of applying gaming mechanics—like points, badges, and leaderboards—was gaining traction even before virtual events took hold. As all remote attendees will access your event via your Virtual Event Space, incorporating gamification into your event structure is easier than ever.

Think of it as a tactic to guide attendee behavior, and you'll be sure to come up with many ideas for how sponsors can prompt attendees to take action. EventMobi's virtual event platform offers a high degree of customized game dynamics. There are endless possibilities for creating games and challenges pre-, post- and during your event!

For maximum brand awareness, assign points for viewing sponsor content. To encourage more meaningful engagement, award bonus points for setting up a 1:1 video meeting with a sponsor.



HOW TO SELL IT TO YOUR SPONSOR?

"You won't have to wait for attendees to visit your virtual booth by chance anymore. If they know they can move up in the leaderboard by scheduling a meeting with you, they'll seek you out."



DESIGN TIP

Provide sponsors with codes that will earn points for your attendees. Sponsors can choose to display the code somewhere on their virtual booth page or require attendees to schedule a video meeting for the secret info!



CAN YOU GIVE ME SOME EVENT GAME IDEAS?

- ✓ Create a scavenger hunt challenge to drive traffic to participating sponsors' virtual booths. You could ask attendees to share what each sponsor offers in order to earn points.

- ✓ You can drive even better results by prompting attendees to start a conversation. For example, “For ten more points, what’s the name of the new product the company is announcing today?”
- ✓ Create a bingo game, but instead of numbers include interesting facts about sponsors staff i.e. who can juggle, who owns a dog, or who climbed Mount Kilimanjaro. This can be a great way to stimulate conversations between attendees and sponsors whilst creating a personal connection that goes beyond the brand.



the IEG suggested that this type of year-round approach could be the key to fostering brand loyalty as consumers turn increasingly to online formats for social connectivity:



HOW TO SELL IT TO YOUR SPONSOR?

“With on-demand content, you can stay relevant throughout the year. Be part of an ongoing event community, and build brand loyalty.”



HOW TO MEASURE ROI?

Once again, both the number of views and the viewing duration are relevant. Other key data points include engagement metrics, such as the number of likes or comments on a video.

On-Demand Content:

Create a 365-Day Event Community

Virtual event platforms have one significant advantage over physical venues: They can be accessed anytime, for as long as you care to keep your Virtual Event Space open.

A 365-day community can be centered around an on-demand content library. Sponsors can invest in high-value content that will appeal to your audience while also increasing their brand awareness. In their 2020 research paper, *Resumption vs. Reinvention*,

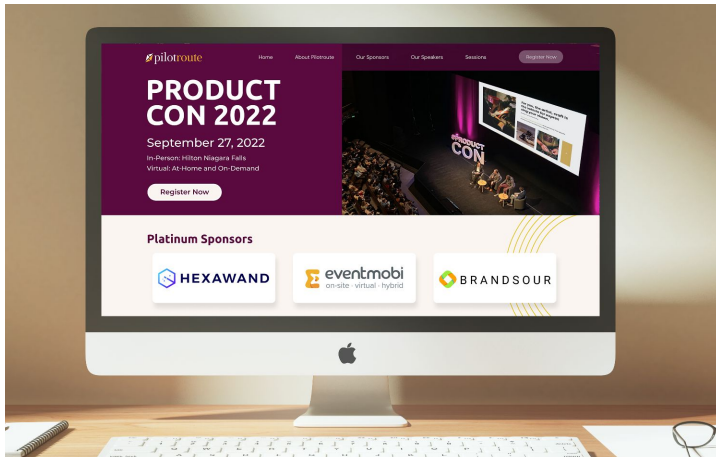
“In times like these, Engine Shop has found success in developing engagement tactics and community-based programming that further amplifies consumer affinity by providing means of engagement 365 days a year rather than on an individual, event-to-event basis.”

— [RESUMPTION VS. REINVENTION: The sponsorship industry comeback from the COVID-19 crisis](#)
IEG



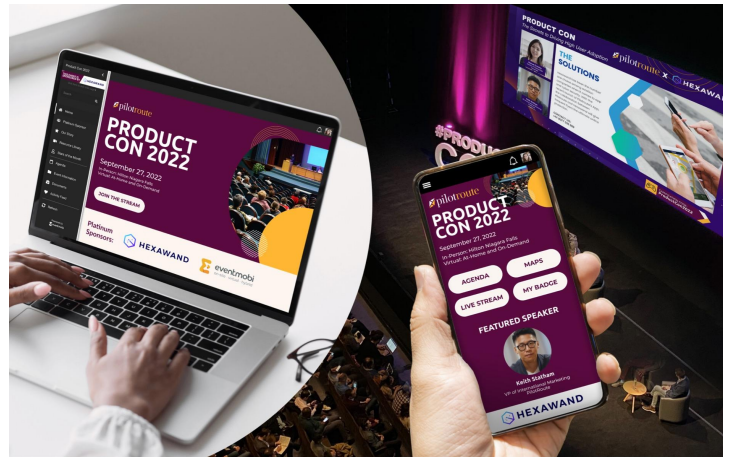
Registration:

Put Sponsors in the Spotlight



Event Space Home Screen:

The Ultimate Digital Real Estate



Sponsor exposure can start from early on in the event cycle, starting with your registration email. Adding a logo to the registration site and the registration email invite is an intelligent way to offer pre-event exposure.



HOW TO SELL IT TO YOUR SPONSOR?

"Be the first sponsor to start building awareness ahead of the event by placing your logo on the registration email and site."



HOW TO MEASURE ROI?

The best metrics to use here are the number of registration page views.



Offer Pre-Event Exposure



Increase Brand Awareness

Hybrid events offer sponsors unprecedented access to event attendees no matter where they are. EventMobi's hybrid event platform allows you to simultaneously build both a Virtual Event Space for your remote attendees and Mobile Event App for those attending in-person; and each has a customizable home screen that can include core event details for each attendee type.

All your attendees will start their experience on this page, whether they are favoriting sessions or simply scrolling through the attendee list ahead of the event. This makes your home screens the ideal place to offer exposure for your sponsors. Putting your main sponsor's logo on your home screens will ensure that both attendee types will have a direct, impactful interaction with the sponsor's brand.



HOW TO SELL IT TO YOUR SPONSOR?

"Maximize your exposure by being the first thing everyone sees regardless of whether they join the event in-person or remotely."





DESIGN TIP

Keep your home screens fresh by adding new branded images for each event day. When attendees access the Mobile Event App or Virtual Event Space on the second or third day of the event to see a new, eye-catching graphic, it may encourage them to engage further and drive more significant results for your sponsors.



HOW DO I ADD BRANDING TO THE HOME SCREEN?

It's easy with EventMobi's Page Designer; just drag-and-drop to upload dynamic images to your app and Virtual Event Space. Images can link to information about the sponsor, either on other pages in the app or Virtual Event Space, or outside of the event platform to the sponsor's website. Deliver even more impact by adding sponsor branding to the loading screen or using it in a splash screen.

At your hybrid event, there are multiple focal points throughout the Mobile Event App and Virtual Event Space that sponsors can take advantage of, whether it's the top of the agenda page or the bottom of other high-traffic pages. Link banner ads to the exhibitor profile and indicate where in-person attendees can locate them on-site, or send remote attendees to their virtual booth. Creating full page advertorials is also possible with EventMobi's Page Designer, and these can be accessed as sections in the attendee navigation, home screen widgets or via links in session descriptions or other high traffic pages.



HOW TO SELL IT TO YOUR SPONSOR?

"Maximize your exposure to the entire universe of attendees by making your brand visible throughout both the mobile event app and virtual event space."



HOW MANY ADS SHOULD WE RUN?

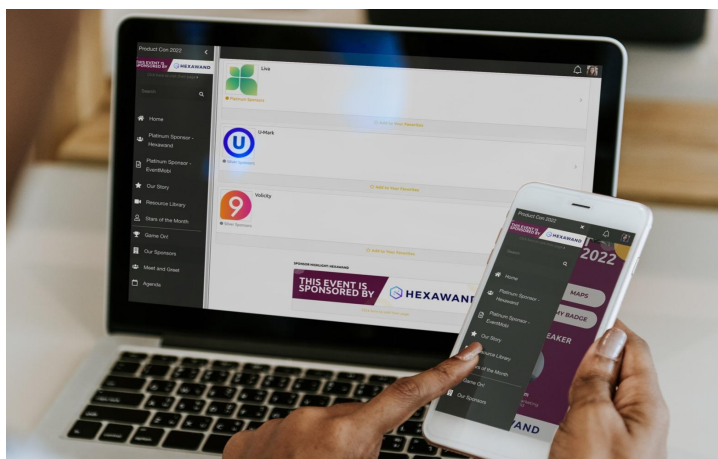
If you are going for a shared sponsorship strategy, then we suggest running no more than five banner ads. You can make them static on your home screens or have them rotate sequentially. Full page advertorials should also be limited to ensure their impact isn't diluted; we recommend a maximum of three.



HOW TO MEASURE ROI?

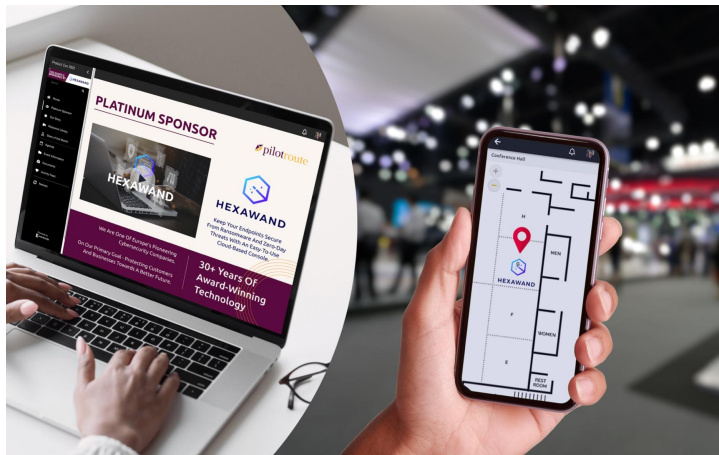
Number of impressions and page views are the most important metric to communicate to sponsors about how their ads have performed. If a sponsor's banner ad appears during a speaker session which is also live streamed to a virtual audience, you should also provide details on both in-person and online session attendance. EventMobi's analytics dashboard allows you to see the watch time of virtual attendees for each video, with the stats broken down by individual viewers.

Banner and Full Page Ads: Maximize Points of Contact No Matter Where Your Attendees Are



Map Sponsorship:

Grab Attendee Attention Using Maps



One of the most viewed pages by in-person attendees on your Mobile Event App will be the venue map. This is a key digital sponsorship opportunity for sponsor logos to be front and center where attendees are placing their attention multiple times throughout the event days. Maximize their exposure by placing their logo near the title but be careful not to let the logo interfere with the map. In addition to logo placement, you can also highlight sponsor booths on the map to make them stand out from others for a premium.



HOW TO SELL IT TO YOUR SPONSOR?

"You want to place your logo in the places that gain the most attention and maps are one of the most high-traffic pages on the Mobile event app. Why not take advantage and put your brand on it?"

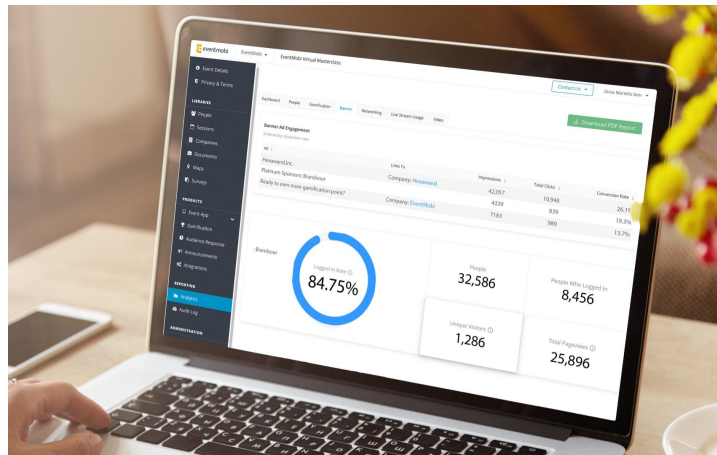


HOW TO MEASURE ROI?

You can show logo impressions by providing sponsors with the number of people who looked at the maps page. Anyone who visited the page will have seen the sponsor's logo.

Lead Gen:

Offer Sponsors Access to High Quality Leads



Hybrid events offer sponsors access to both attendee types. You can export favorited session lists from your Mobile Event App and Virtual Event Space to see exactly who went to what session. If there is a content session that aligns well with a sponsor, you can offer them the chance to send direct notifications to specific attendees about any promotions they would like to offer. Or, download the list of attendee details for the sessions and share these with your sponsor to follow up with post-event.



HOW TO SELL IT TO YOUR SPONSOR?

"Reach your target audience using audience segments such as professional interests or pain points."



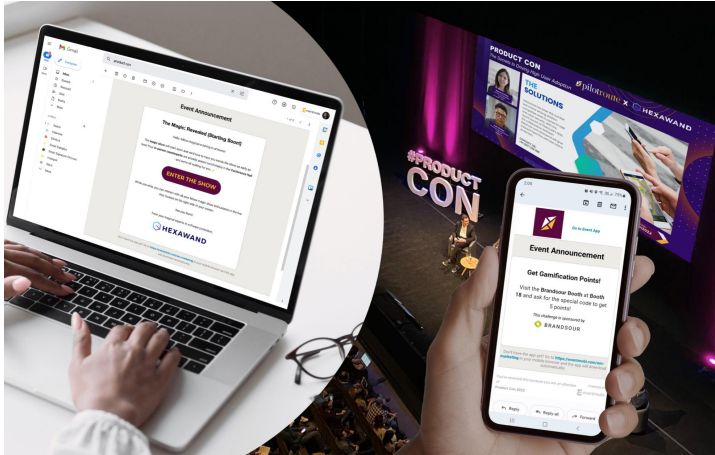
HOW TO MEASURE ROI?

ROI should be measured by the number of leads generated for sponsors. Be sure to get the right permissions from attendees in order to use your hybrid event platform as a lead generation tool.



System Emails:

Showcase Sponsors Within Email Communications



Send an email invite to both your in-person and virtual attendees inviting them to access the Mobile Event App or Virtual Event Space prior to the event. This will encourage them to familiarize themselves with the set up, complete their profiles and start connecting with other attendees. Include a sponsor logo in the email to introduce one of your key sponsors before the event.

EventMobi's Quick Export function allows attendees to send notes taken in the app or Virtual Event Space back to their inbox. With a few tweaks, this email template can also promote your sponsors' logo.



HOW TO SELL IT TO YOUR SPONSOR?

"Increase your brand awareness by making every attendee touchpoint count, whether they are accessing the mobile event app or virtual event space, or exporting their session notes."



HOW TO MEASURE ROI?

The number of emails opened will provide the most useful measure of impressions for sponsors.

Group Discussions:

Capture Insights and Create Meaningful Connections



For sponsors who want to continue a conversation sparked by their keynote session or capture customer feedback on a new product that they're launching at your event, Group Discussions are an invaluable addition to their sponsorship package. When used effectively, they can be a melting pot of insightful conversation and provide an opportunity for sponsors to connect with attendees in a meaningful way.

You can also facilitate face-to-face video group discussions using EventMobi's Interactive Breakout Rooms or integration with Zoom.



HOW TO SELL IT TO YOUR SPONSOR?

"Group Discussions and interactive breakouts will give you the opportunity to connect with attendees in a more meaningful way, spark topical conversations with your target audience and discover actionable insights."



HOW TO MEASURE ROI?

Sponsors will gain the most value from the qualitative insights they glean from being a part of the conversation. However, the number of participants in either type of discussion can also be used to measure the ROI, particularly if you can highlight the quality of these participants.



HOW TO MONETIZE GROUP DISCUSSIONS?

You could curate discussion topics based on specific attendee interests, chapter membership, or professional specializations, and offer your sponsors the chance to moderate topics of conversations with their target audience. You can go for very brand-specific or broader industry topics.

as well. So how can you enhance the profile of main sponsors across your Mobile Event App and Virtual Event Space?

- ✓ Offer your main sponsors richer profiles, including their logo, social media links, ribbons, and resources.
- ✓ Encourage them to include video demo reels and links to new products and downloadable resources on their virtual booths.
- ✓ Offer enhancement packages that allow them to improve their presence in your exhibitor listing.
- ✓ Enable them to pass around exclusive coupons and discount codes for both attendee types via Direct Notifications, alerting them of the opportunities awaiting them.



HOW TO SELL IT TO YOUR SPONSOR?

"Generate interest in your company and drive traffic to your in-person or virtual booth with an enhanced exhibitor profile."



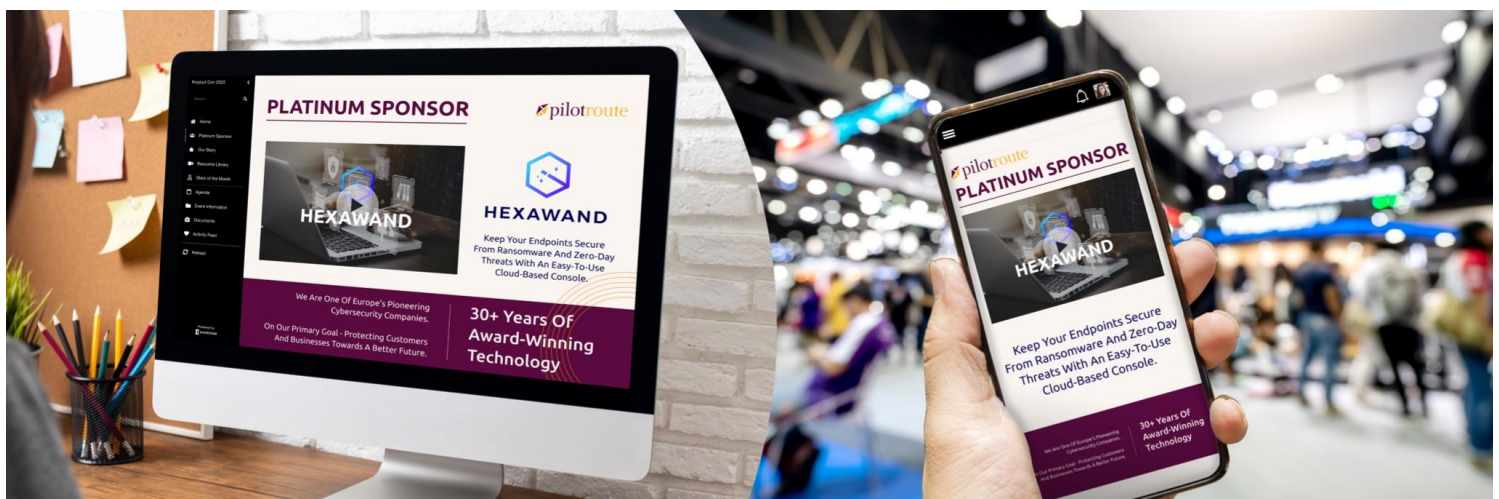
HOW TO MEASURE ROI?

Share how many times attendees have accessed their profile as a measure of ROI.

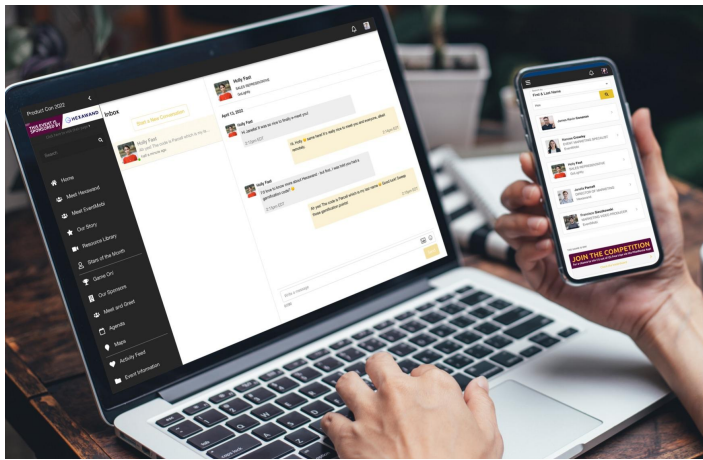
Exhibitor Profiles:

Make Your Exhibitors More Than Just a Booth

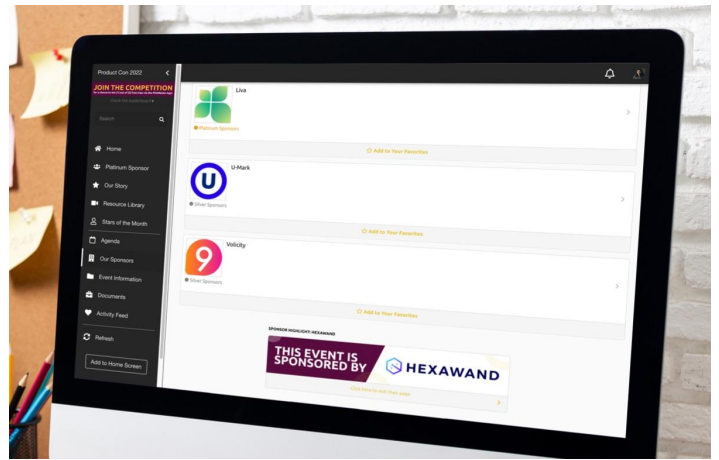
At your hybrid event, exhibitors are competing against one another to gain the attention not only of your in-person audience but your virtual audience



Attendee Networking: Go Beyond the Company Brand



Sponsor Listings: Make a Splash



Networking between attendees often starts pre-event via Attendee Profiles. By clicking “Send a Message” while viewing another attendee’s profile, a private chat stream is opened. While in-person attendees will use this to spark conversations that can continue on-site, this will be the main mode of communication for your virtual attendees. This creates a unique opportunity for sponsor representatives to create their own profiles and connect with both attendee types.

Offer your sponsors the chance to stand out in the exhibitor list. This can be done by placing them at the top of the list, or by using ribbons and category banners. The higher up the list they are, the better their chance of being seen.



HOW TO SELL IT TO YOUR SPONSOR?

“In sponsor listings, the smallest changes can make the biggest difference to whether you grab a viewer’s attention or blend into the background.”



HOW TO SELL IT TO YOUR SPONSOR?

“Allow your team to create real, lasting relationships with attendees instead of being just another brand.”



Build New Relationships



Target New Audiences



Offer Pre-Event Exposure



Capture Attendee Attention

Sponsored Surveys, Polls & Contests:

Prove That the Brand Values Customers

Sponsors are often looking for opportunities to demonstrate to their customers that their brand cares about consumer opinions.

One way to do this is by using surveys and polls to collect data that will help them better understand and meet the needs of prospective clients. You can offer your sponsors a chance to design and promote a survey as a way to engage attendees and collect data that will help them with new product ideas, feature releases and more.



HOW TO SELL IT TO YOUR SPONSOR?

"Get access to valuable data by surveying your target audience, and segment profiles for future marketing opportunities."



HOW CAN I INCENTIVIZE SURVEY PARTICIPATION?

Prize draws are one effective way to incentivize survey completions. "Answer five quick questions to receive a free trial!" As attendees participate, sponsors will have a wealth of information to analyze. Remember to be clear with your attendees by indicating that it's a sponsored survey.



Increase Brand Awareness



Engage with Attendees

Gamification:

Award Points for Sponsor Related Interactions

Gamification is a tactic that can be used to guide attendee behavior, and incorporating it into your event structure is simple as all attendees will participate in the event either through the Mobile Event App or Virtual Event Space.

To increase brand awareness, you can assign points to attendees that can demonstrate they have viewed sponsor content by capturing codes, and to encourage increased engagement you can offer points for setting up meetings with sponsors.

EventMobi's hybrid event platform offers a high degree of customized game dynamics. There are endless possibilities for creating games and challenges pre-, post- and during your event!



HOW TO SELL IT TO YOUR SPONSOR?

"Instead of you having to seek out attendees, they will seek you out if they know they can move up the board by visiting your physical or virtual booth, or by scheduling a meeting on-site or online."



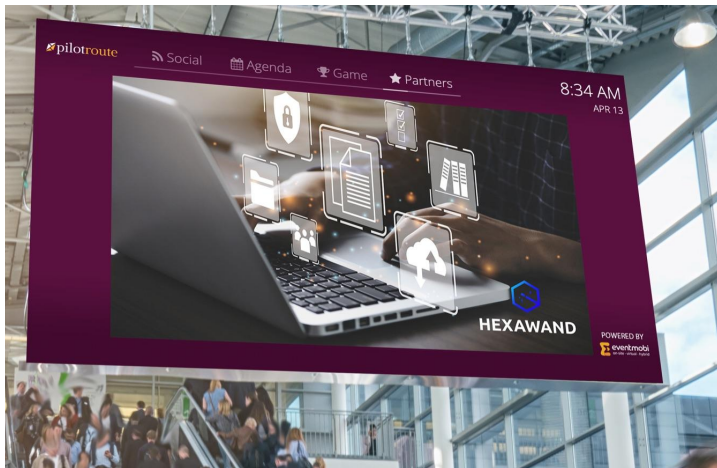
DESIGN TIP

You can give your sponsors QR codes that in-person attendees can scan on-site to earn their points. Depending on the sponsors' goals, they could simply display the code on their stand, or they could require attendees to schedule a meeting with them to get the code. Online, codes can be embedded within the virtual booth or shared with attendees once they've booked a 1:1 video meeting.



CAN YOU GIVE ME SOME EVENT GAME IDEAS?

- ✓ Create a check-in style challenge to drive traffic to specific sponsors' physical or virtual booths or ask questions about a top sponsor's product presentation.
- ✓ While all the other challenges in your event game might be worth 10 points each, attach 50 points to visiting a sponsor's physical or virtual booth.
- ✓ Take it a step further and create a challenge that prompts attendees to start a conversation. For example, "For ten more points, what's the name of the new product the company is announcing today?"



Live Display:

Capture Attention On-Site With the Partners Screen

One of the features that sets EventMobi's Live Display digital signage solution apart from the rest is that it allows you to optimize the revenue potential

of this prime real estate by showing five sponsor logos within the rotating screens.



HOW TO SELL IT TO YOUR SPONSOR?

"With Live Display, you can get your brand front and center by occupying prime digital real estate on-site."



DESIGN TIP

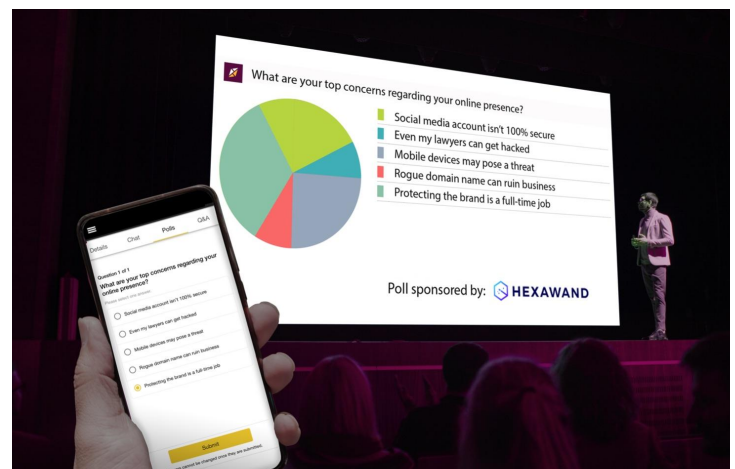
"With Live Display, you can get your brand front and center by occupying prime digital real estate on-site."

Live Polling:

Go Where Attendees' Attention Flows

Seeing other attendees' thoughts translated into stats live on the screen is always fascinating for attendees. It grips their attention which makes this the perfect place to showcase sponsor logos. Those few seconds of exposure are valuable, and you can offer them to your sponsors at a premium.

EventMobi's digital signage solution—Live Display—integrates with our hybrid event platform to make this possible.





HOW TO SELL IT TO YOUR SPONSOR?

"For maximum brand exposure, make sure your logo is in all of the places that grab attendees' attention."



Offer On-Site
Exposure



Increase Brand
Awareness

On-Demand Content:

Create a 365-Day Event Community

Hybrid events offer a significant advantage over a strictly in-person format: You can use your Virtual Event Space to offer online access to event content year-round. EventMobi's event platform also allows planners to host multiple event modules within the same event space.

A 365-Day event community can be centered around an on-demand content library with additional live

interactive or content sessions offered on a monthly, bi-monthly or quarterly basis. Sponsors can choose to interact in two ways, either by producing high-value content that will be available on-demand, or they can pay for ad placements within your Virtual Event Space to increase brand awareness.



HOW TO SELL IT TO YOUR SPONSOR?

"Build brand loyalty by delivering high-quality on-demand content and by participating as an active member of the 365-community."



HOW TO MEASURE ROI?

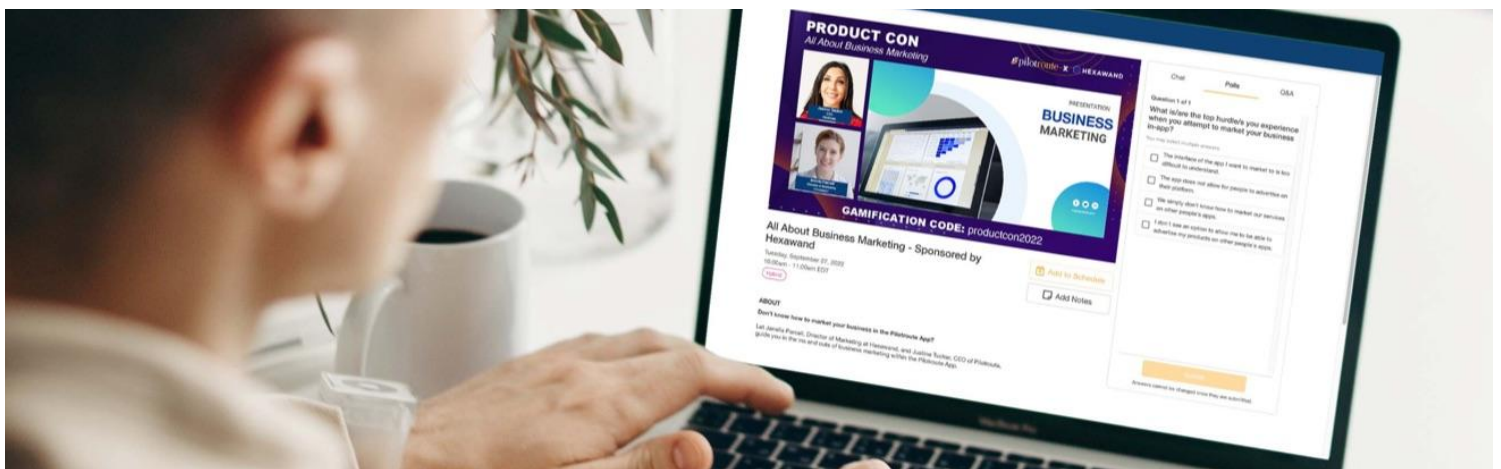
The number of video views and viewing duration are the most relevant metrics for sponsored on-demand content. For an added extra, you can also share the number of comments left in the session chat by viewers.



Increase Brand
Awareness



Make an Impact



Tiered vs. À La Carte Sponsorship Models

There are two main approaches to creating sponsorship packages for your events: an À La Carte model or a Tiered model. The traditional approach bundles sponsorship deliverables into a Tiered Model, where different features are included or excluded, depending on the sponsorship level. But some sponsors will seek out more flexibility and customization, so you should also be ready to offer sponsorship benefits in an À La Carte model.

If virtual and hybrid events have done anything for event sponsorship, they've expanded exhibitor options. Geography is no longer a limitation. You don't want to deter a prospective sponsor by placing too many restrictions on what they can and cannot do within your event platform.



VS.



- ✓ Company profile/virtual exhibitor booth
- ✓ Sponsor ribbons
- ✓ Downloadable PDFs
- ✓ Live display
- ✓ Live stream branding
- ✓ Banner ads
- ✓ Alerts
- ✓ Home screen advertisement
- ✓ Full page ads
- ✓ Audience response questions
- ✓ Booth information
- ✓ Gamification

- ✓ Pre-event exposure
- ✓ Brand awareness in Mobile Event App/Virtual Event Space
- ✓ Engage with attendees and gather insights
- ✓ Brand awareness during the event
- ✓ Direct messaging to targeted attendees
- ✓ Branded content on-demand - Post-event/365-Day event community mentions

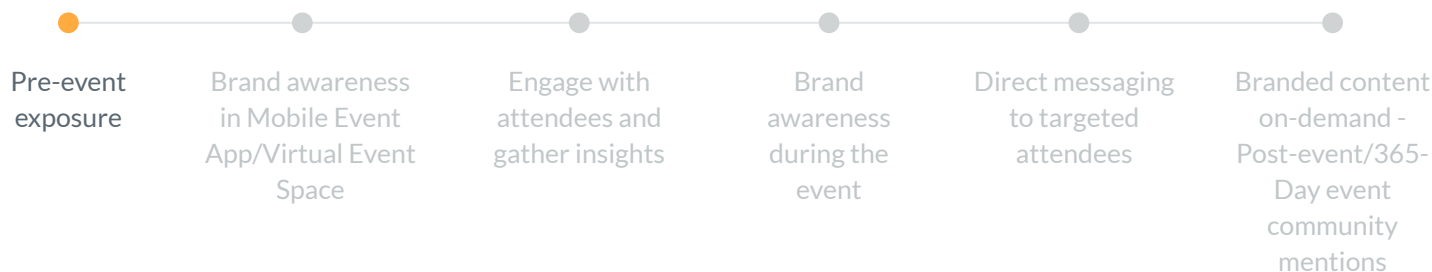
Tiered Sponsorship Model

If you're looking for some ideas on splitting event benefits across a tiered sponsorship model, here's an example of how it might work for any in-person, virtual or hybrid event.

	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	✓	✓		
Live Stream Branding - Branded overlays for live stream content sessions	✓			
2 Banner Ads - Shown throughout the Event App /Virtual Event Space (speakers, agenda, main menu)	✓			
1 Banner Ad - Shown throughout the Event App /Virtual Event Space	✓	✓		
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)	✓			
Full Page Ads - Custom advertorial accessed through the attendee navigation, home screen or on-page links	✓			
Audience Response - Logo on live polling results page (displayed at opening ceremony, sessions, etc.)	✓			
Questions - Included in post-event survey	✓	✓		
On-Site Booth Information - Logo, description, interactive mapping	✓	✓	✓	
Virtual Exhibitor Booth - Customize using self-edit links	✓	✓	✓	✓
Downloadable PDF - Included on sponsor profile	✓	✓	✓	
Gamification - Included in check-in game	✓	✓	✓	



À La Carte Sponsorship Model

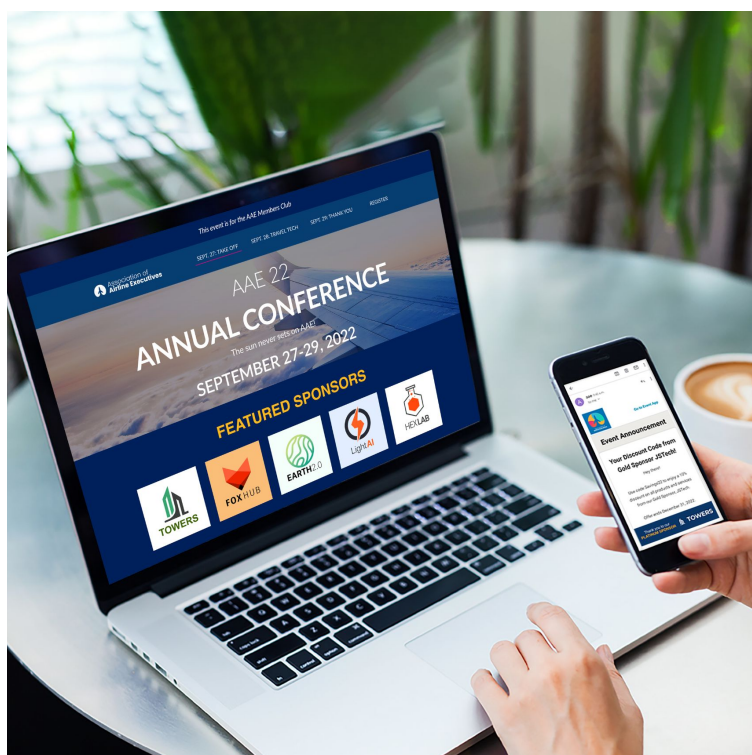


If your sponsor is seeking...

Pre-Event Exposure

Offer these sponsorship options:

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



À La Carte Sponsorship Model

Pre-event exposure

Brand awareness in Mobile Event App/Virtual Event Space

Engage with attendees and gather insights

Brand awareness during the event

Direct messaging to targeted attendees

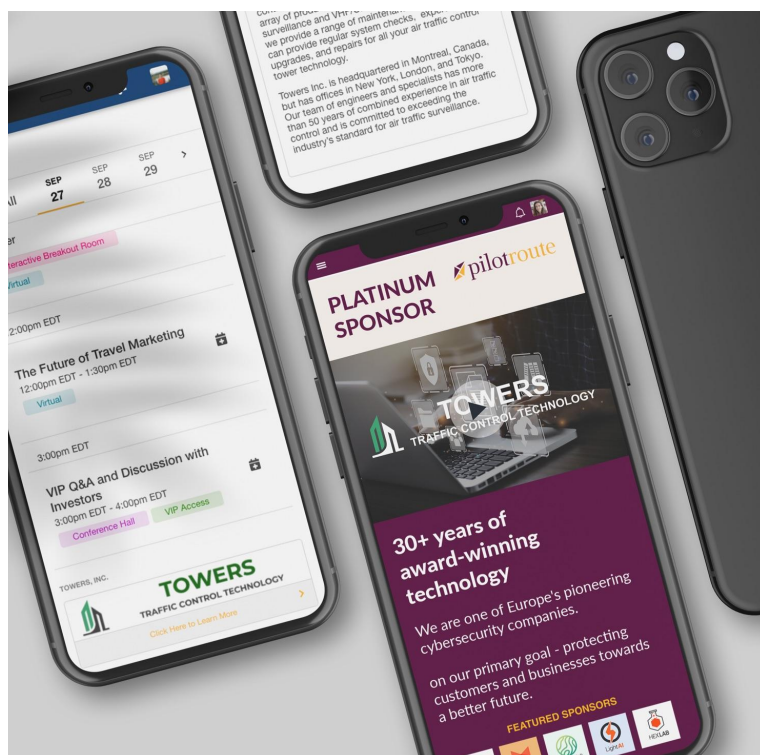
Branded content on-demand - Post-event/365-Day event community mentions

If your sponsor is seeking...

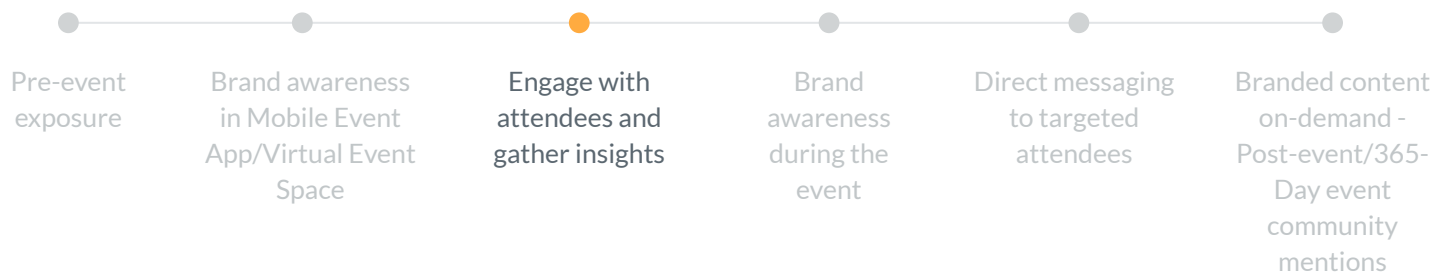
Brand Awareness in Mobile Event App/Virtual Event Space

Offer these sponsorship options:

- ✓ Listing in company profiles section
- ✓ Virtual exhibitor booth and/or on-site booth info and logo on map
- ✓ Highlighted or standard logo in sponsor section
- ✓ Sponsor ribbon
- ✓ Banner ad placement on the home screen and/or high-traffic pages
- ✓ Full page ad
- ✓ Logo on live poll results
- ✓ Link to special offers/giveaways



À La Carte Sponsorship Model

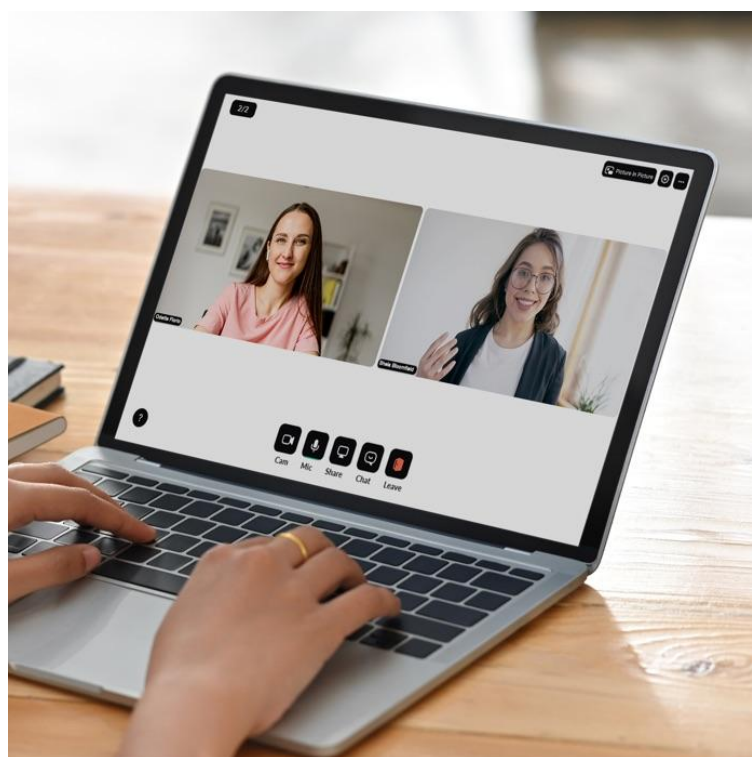


If your sponsor is seeking...

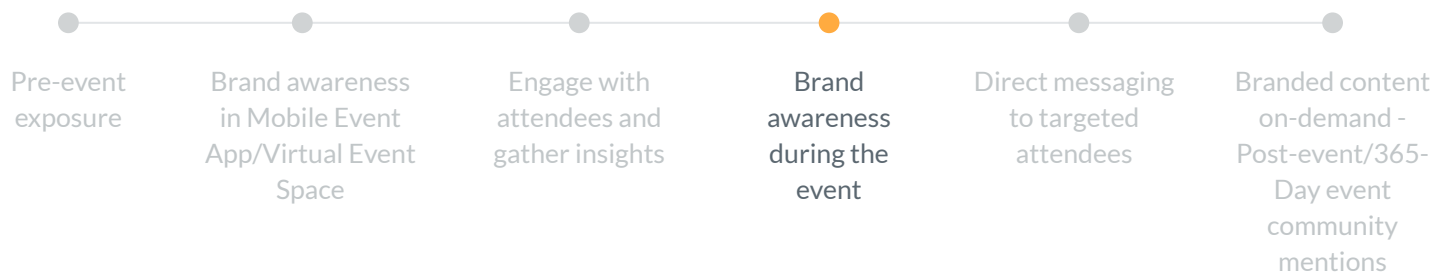
Engage with Attendees and Gather Insights

Offer these sponsorship options:

- ✓ Virtual exhibitor booth and/or on-site booth info and logo on map
- ✓ Profiles for sponsor representatives to connect via private chat with attendees
- ✓ Branded survey or live poll to capture audience insights
- ✓ Sponsored group discussions
- ✓ Sponsored interactive breakout rooms (Virtual Event Space only)
- ✓ Gamification points and prizes to encourage attendees to watch their branded content, visit their on-site or virtual booth, and set up meetings
- ✓ Sponsored giveaways to be redeemed via gamification challenges



À La Carte Sponsorship Model



If your sponsor is seeking...

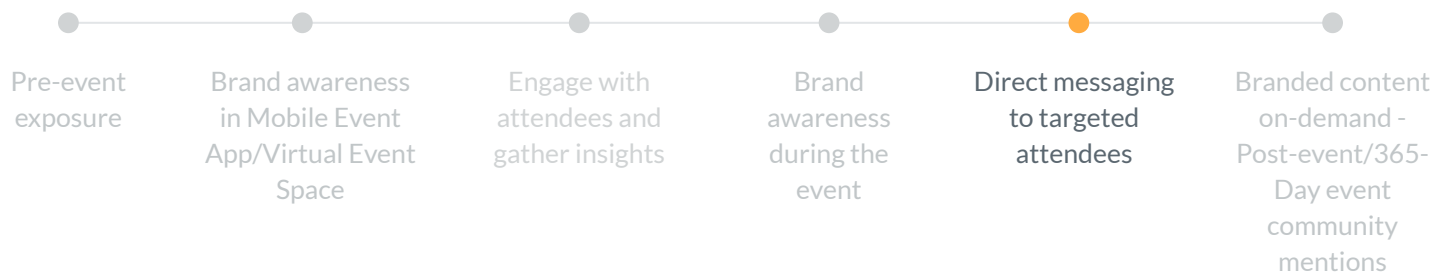
Brand Awareness During the Event

Offer these sponsorship options:

- ✓ Logo on event registration site
- ✓ Logo and/or mention in your pre-event registration invite emails
- ✓ Logo on live poll results screen
- ✓ Logo/banner ad overlay or other branded promotion in content session live streams or pre-recorded videos (virtual/hybrid events only)
- ✓ Social media shoutouts (Facebook, Twitter, Instagram, LinkedIn, etc)
- ✓ Sponsored competition and giveaways
- ✓ Logo on live display digital signage (in-person/hybrid events only)



À La Carte Sponsorship Model

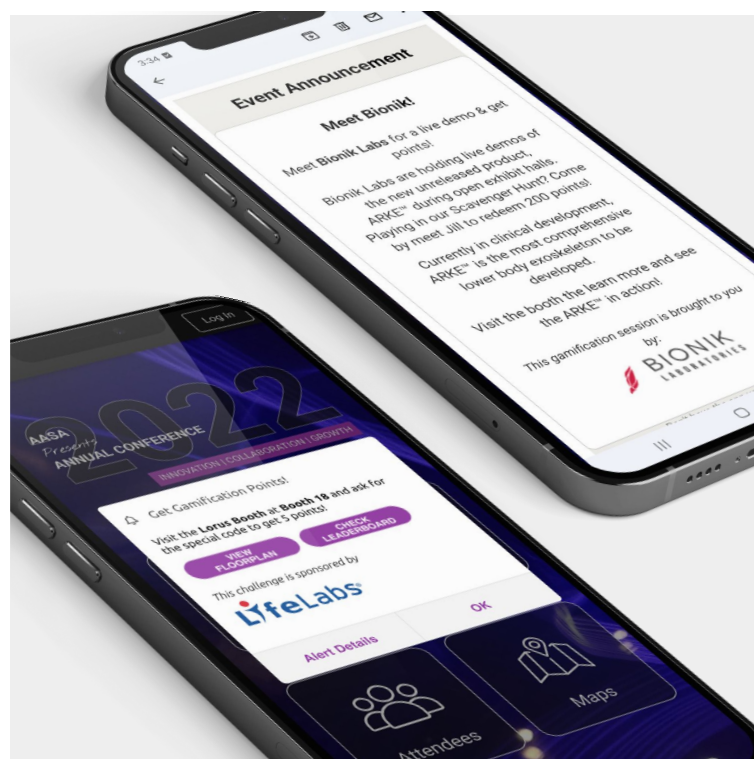


If your sponsor is seeking...

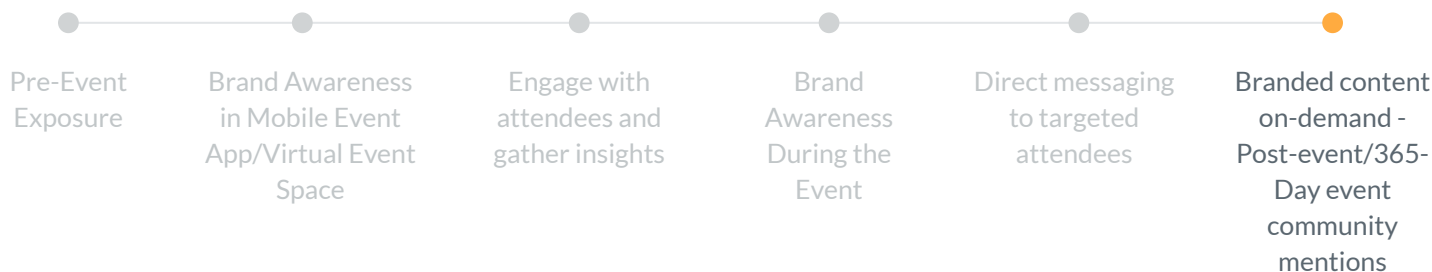
Direct Messaging to Targeted Attendees

Offer these sponsorship options:

- ✓ Targeted segment or mass alerts/notifications with/without logo
- ✓ Targeted segment or mass email



À La Carte Sponsorship Model

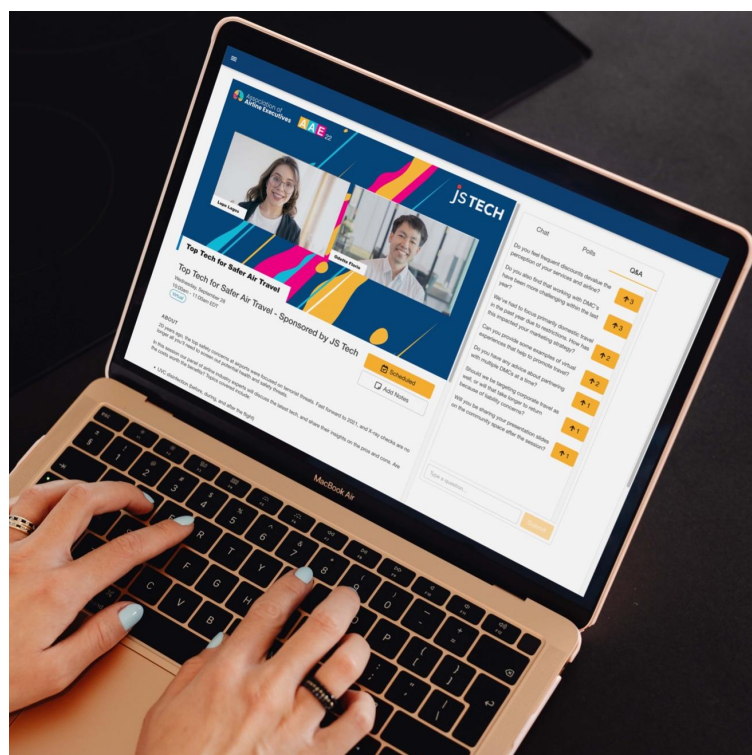


If your sponsor is seeking...

Branded Content On-Demand - Post-Event/365-Day Event Community Mentions

Offer these sponsorship options:

- ✓ Branded videos in an on-demand content library
- ✓ Logo/banner ad overlay or other branded promotion in on-demand video content
- ✓ Logo/mention in post-event email or survey



Section 4

How to Value In-Person, Virtual and Hybrid Event Sponsorship

Once you have a list of event tech sponsorship benefits, organized into a Tiered or an À La Carte Model, you can then assign a price to each asset, otherwise known as ‘valuation’. And according to sponsorship expert Chris Bailey, it’s at this step of the process that many event professionals slip up.

"A majority of event organizers have no idea what the market rate is for their sponsorship properties, so they tend to guess their value."

— Chris Bailey

[How Much Should you Charge Event Sponsors?](#)

The Sponsorship Collective

He notes that this “wild guess” strategy may help you win over a few sponsors, but you could be leaving money on the table. Instead, here’s what he suggests:

Research the market value of similar assets

Why not take a peek at your competitors’ events? For example, you can do a bit of research and find out how much they charge for a sponsored session or home screen banner ad. Virtual event sponsorships are often priced at a lower rate than in-person events, so it’s important not to rely on pre-pandemic standards for your benchmarks. Remember that you’re competing for dollars that marketers are investing in campaigns daily, so they know precisely how much an email drip campaign or a PPC ad is worth. So should you.

Get into the heads of your sponsors

Once you have gathered your research and ballpark numbers around the market rate; it’s time to get into the headspace of your sponsors. As a marketer, they’ll be thinking about this commitment like a business investment. What value can they get out of it?



Increase ROI



Reach New
Audiences



Increase Brand
Awareness



Build New
Relationships



If your sponsor's perceived value is higher than your activation price, then they'll decide to sponsor. And if your cost for activation is lower than that price, you'll make money".

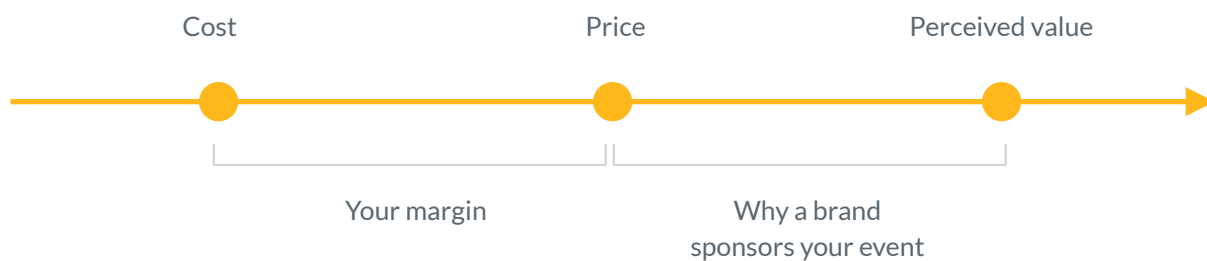
— Chris Bailey

[How Much Should you Charge Event Sponsors?](#)

The Sponsorship Collective

Sponsors will spend money if they see that it will deliver value for their business. As long as you can prove a return on investment, the only barrier will be their budget.

Value-based Pricing Model



This method also provides a side benefit: Instead of being focused solely on your margins, you'll care more about ensuring that your sponsor gets the value you've promised. Sponsorship is a partnership, and it's important you care about your sponsors' goals and are willing to help achieve them!



Section 5

Communicating Sponsorship Results Post-Event

After your event, it's crucial to make sure you deliver on the value you promised to sponsors by sharing the results from your event in a well-structured report.

“Post-event reports are absolutely necessary. Partnerships are harder to put together nowadays, and proof of performance is no different than when I buy media to promote my events. I want to get what I pay for, and something more.”



— Kevin Camper, Sales & Marketing VP, Las Vegas Motor Speedway
[The Key to Sponsor Servicing](#)
IEG

Figuring out how to measure and communicate event sponsorship ROI to sponsors is a critical part of the process and will help you build the foundation for future work together. These reports also offer the opportunity to emphasize areas where you may have over-delivered on results. Here are some guidelines on how to structure your report.



How to Write a Stellar Recap Report

- 1 Start with an executive summary**

Outline a few paragraphs on the value of the event and summary of results relevant to the sponsors' goals.
- 2 Reiterate the attendee profile**

Summarize overall attendee demographics, psychographics, attendance numbers, purchasing habits and any survey results that help paint a clearer picture of attendee profile. Data visualizations can help here.
- 3 Detail exposure**

Now that you've set the context, include your event technology metrics to prove the value delivered through this sponsorship. Metrics such as downloads, click-throughs, and survey responses can be delivered to sponsors in real-time (or soon afterwards), providing proof of ROI and actionable intelligence. EventMobi's analytics dashboard also allows you to see detailed information on attendee behaviors. Want to know who watched that sponsor demo reel? This tool will tell you, and it will even show who watched the reel to completion. This information can be highly valuable for proving ROI and delivering quality leads to sponsors. The list below provides a thorough breakdown of analytics that you can easily export and share with sponsors.



Brand Awareness Metrics

- ✓ Company profile views / Virtual exhibitor booth visits
- ✓ Clicks to company URL
- ✓ Clicks to social media links
- ✓ Clicks to downloadable resources
- ✓ Banner ad clicks
- ✓ Full page ad views
- ✓ Branded emails sent/opened
- ✓ Branded map views



Attendee Engagement Metrics

- ✓ Leads generated through session attendance survey or live poll results
- ✓ Game/contest/sponsored giveaway participants
- ✓ Increase in traffic to on-site or virtual exhibitor booth following sponsored session
- ✓ Sponsored activity participants



4 Celebrate off-site exposure



Social Media

LinkedIn, Twitter, Facebook or Instagram posts that mention the event and feature sponsor



Print/Digital Media

Ads or articles in which sponsor's name/logo appears

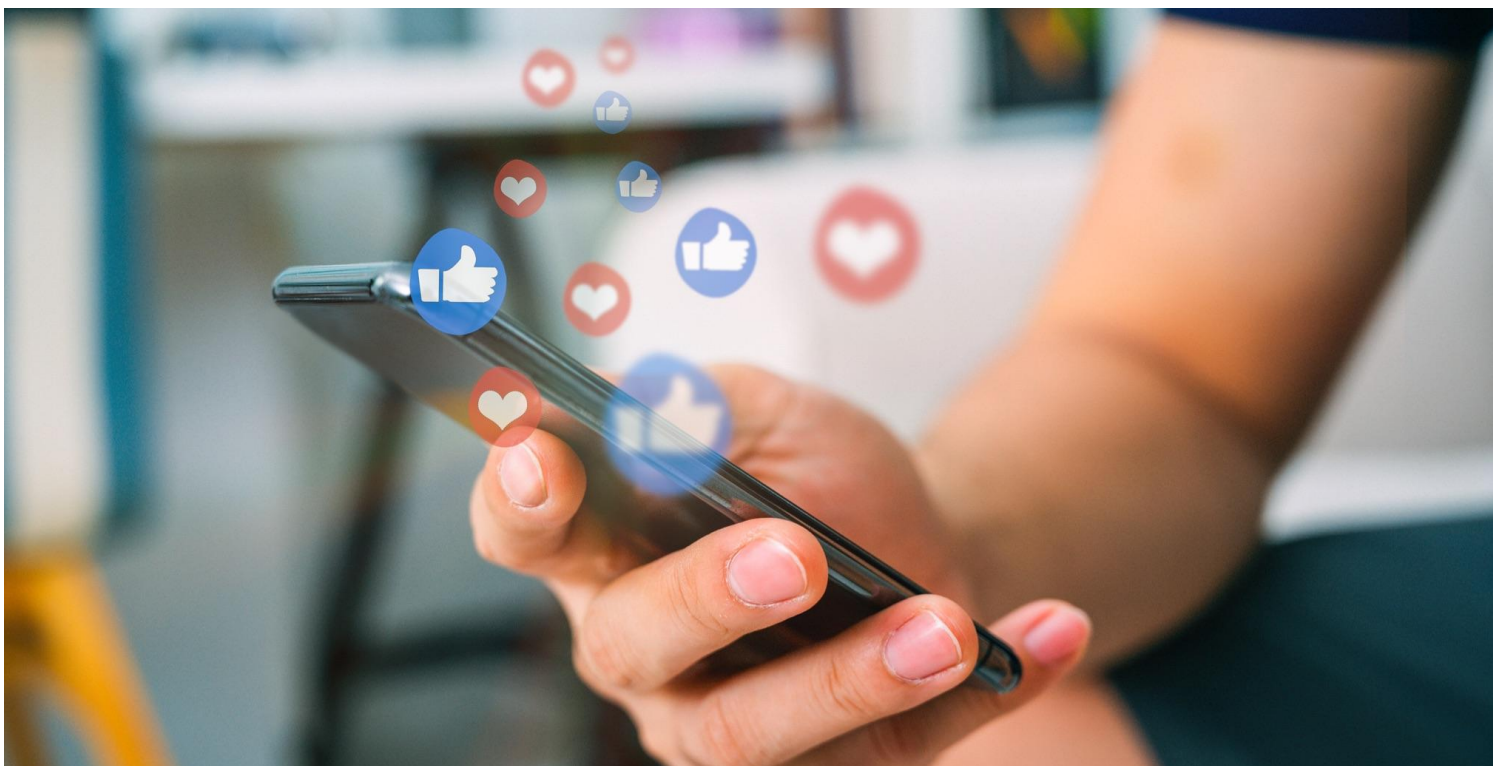


TV

Public service announcements, news coverage. Ratings and rate card values

5 Visuals

Don't forget to include images of sponsor assets in your registration site, Mobile Event App, Virtual Event Space, Live Display digital signage, or other branded collateral. Capture images of attendees engaged with experiential marketing, screenshots of social media posts, and any visual documentation that your sponsor may appreciate.



Conclusion

With sponsors seeking more measurable, customizable opportunities to interact with their audiences, forward-looking event planners are exploring event technology as a way to build sponsorship into a more robust revenue channel.

Designing and building out creative sponsorship opportunities that demonstrate a clear return on investment is the key to building and maintaining strong sponsor relationships. Be clear about what you can offer, and be honest about the results generated.

When creating event sponsorship packages for virtual and hybrid events, you need to think about your sponsor's goals and tailor a package that will help them achieve those outcomes. As virtual and hybrid events are still new to many sponsors, they are looking to you to advise them on how best to achieve their goals while familiarizing themselves with the potential benefits of these event formats.

Your value proposition rests on connecting your sponsors with attendees in the places where they are most likely to congregate both in-person and virtually. That means giving sponsors access to the event's most popular content locations on-site and online. Events that include a virtual component have the added benefit of extended reach via a 365-Day Event Community complete with sponsored content on-demand.

Whether you choose a tiered sponsorship model or an à la carte approach, your events can provide sponsors with the high ROI they have come to expect. To learn more about all of your event tech options, [book your personalized demo of the EventMobi Event Platform today!](#)



About EventMobi

EventMobi makes it easy for event organizers to plan, promote, monetize and deliver engaging in-person, virtual & hybrid event experiences. From Event Websites and Registration, to an award-winning Mobile Event App, Virtual & Hybrid Event Platform, and a complete range of support and production services, EventMobi's Event Management Platform has been trusted by planners since 2009 at 27,000+ global events.



Ready to see how an event platform can maximize the ROI of your sponsorship strategy?

Book your personalized demo of the EventMobi event platform today!

[Book Demo](#)