

Gift of Adoption FUND

Sponsorship Quick 5



Sponsorship

One of the fastest and easiest ways to scale your event is to sell sponsorships.

Sponsorship levels range greatly depending on your event, as do the benefits.

The #1 message to walk away with here – is to please start early asking for sponsorship since company's budgets renew in the first quarter and they have the most funds to deploy at that time.

Gather for the Gift event features sponsor logos on screen in backdrop during program.



Existing Sponsors

- If you hosted an event last year, ask every sponsor to renew their support.
- By asking early, there is an opportunity to ask for more support since it is the beginning of the year.
- How many of you have heard 'our budget is already spent for this, so I can only do x.'
- OPPORTUNITY: Thank them for their support, acknowledge that last year they did x because they were at the end of your budget cycle, so I'm asking much earlier in hopes that you might be able to do y"

Lapsed Sponsors

- If you had a company/person choose not to renew their support last year, reach out to them now and ask if they can support your event this year.
- Sometimes it truly is budget constraints and asking too late in the year.
- Learn more about why they could not support and if it is a timing issue, that can be easily solved.
- How do you find lapsed sponsors? Look at your chapter plan – you can "unhide" tabs and look for FY23DonorDetail, FY22DonorDetail, and you can also reach out to ChapterSupport@giftofadoption.org and request prior year event reports.

New Sponsors

- Small businesses are a great place to look for sponsorship. Many are family owned, and able to make decisions faster, and without as much 'red tape'.
- Learn about small businesses in your community through your local Chamber of Commerce.
- Ask your existing sponsors if they know of any small businesses who may have an affinity for adoption, children's charities, and family.
- Every chapter board member can help solicit sponsorship.



But my event isn't set up yet . . .

That's OK!

- You can still write a letter or email to invite them to give.
- If you have the date, tell them the date and share that your site will be built once you have more details locked in.
- Share that you know it is important for companies to have their sponsorship information locked in early so you are reaching out now to do so.
- We can always update your sponsorship flyer early – just let us know you need it!
- Even if your event isn't set up, they can still pay online or we can send them an invoice.

Sponsorship Benefits

Sponsorship benefits vary widely based on the event, venue, expenses, market, etc. GOA can offer suggested levels and benefits based on what we've seen from other events/markets and happy to do so.

Things to keep in mind no matter what your levels are:

- If benefits are digital, it's easy to update at any point in time.
- If benefits are printed, there is typically a cut off date/know that date and share it with your sponsors.
- Get the logos as soon as you secure the sponsorship so we have them ready to use.
- Get the exact name as they want it written to ensure they are properly recognized
- Follow up after the event with a thank you, and a photo of their name/logo on the materials.
- Best Practice: Have one board member who is responsible for taking these photos, and ensuring all who solicited a sponsorship receive them post-event to share with sponsors.

Sponsorship

Thank you for locking in your 2026 event sponsors and looking to secure new ones!

Interested in learning more about sponsorship reach out to us at ChapterSupport@giftofadoption.org

Thank you!