

SPONSORSHIP AND PARTNERSHIPS WITH LOCAL BUSINESSES

You have an opportunity to provide access to your local community with your event. You can use this to establish a partnership with local businesses—you provide a reach to potential new customers, and they provide you with things that will help your events to create a win-win situation.

Start by crafting a clear and concise “ask” that explains the value of partnering with your community. Sharing details such as how many people typically attend your events, the size of your community, and the ways that you will promote their business to residents is a great way to offer a partnership that will bring value to you both.

Once you’ve prepared what you will ask, you can start brainstorming who would be motivated to partner with your community; lastly, decide how you will ask. You can call local businesses, drop by in-person, reach out via Instagram or other social media sites, or send an email.

TIPS/INSTRUCTIONS FOR FINDING SPONSORSHIPS

- Talk to the vendors you know that you use at your house (e.g. landscapers, heating/cooling companies, etc.).
- Partner with local ministries, non-profits, or social service organizations you’re passionate about (e.g. local food pantry, animal shelter, etc.).
- Ask local restaurants and stores for free or discounted food/services/gift cards.

THINGS TO KEEP IN MIND

- Think about the residents in your community. What types of services would they most likely need/use? If you live in a community with lots of kids, reach out to local daycares or after-school programs. If you live in a community with mostly singles/couples with no children, then target services they might use more—restaurants for date nights, activities, event tickets, etc..
- Think about where your residents work. Could they introduce you to someone at their work who could sponsor an event? Or do they own a business that might want to sponsor an event? Think insurance agents, real estate agents, etc.