The Art of Being Irresistible

HOW TO MAKE EVENT SPONSORS FALL IN LOVE WITH YOU

Presented by A.J. Steinberg, founder of Queen Bee Fundraising
A little bit about A.J. and Queen Bee Fundraising

- I have been a professional event planner since 1999 when I started my Malibu-based event planning company Masquerade Events

- I have produced over 100 successful events over the past two decades and raised millions of dollars for nonprofit organizations

- I founded Queen Bee Fundraising in 2016, a company dedicated to teaching nonprofits successful event planning strategies
What we’ll be talking about today…

a. Where Sponsor Dollars Come From
b. How to Think Like a Marketing Guru
c. Creating an Irresistible Sponsor Deck
d. Prospecting and Outreach
e. Treating Sponsors Like Royalty
f. Keeping the Sponsor Love Flowing
A. Where Sponsor Dollars Come From

Do you know where sponsorship dollars come from?
Sponsorship dollars are MARKETING DOLLARS
A. Where Sponsor Dollars Come From

You must make your case why your event is a GOOD INVESTMENT
A. Where Sponsor Dollars Come From

5 reasons companies sponsor nonprofit events:

1. Relationship building and maintenance
2. Public perception of altruism
3. Positive association (whitewashing)
4. Reaching a target audience
5. Sales potential

This is different than a board member or supporter sponsoring your event
A. Where Sponsor Dollars Come From

Companies will ask…

Are you a GOOD INVESTMENT?

- How many touches and views
- How long the duration of exposure
- Will they hit their target market
B. How to Think Like a Marketing Guru

Think Like a Marketing Guru
Definition of Marketing:
The process or technique of promoting, selling, and distributing a product or service

Your product is YOUR EVENT
B. How to Think Like a Marketing Guru

Think Like a Marketing Guru

This:
Your logo will be seen by 300 guests at our event

$10K/300 guest = $33.33 each
$10K/4 hours = $2500 per hour

DON’T UNDERSELL YOUR EVENT!!!

Or This:
Your company name and logo will be viewed over 10,000 times by loyal supporters through email blasts and social media posts over a span of six months. At the event, your company name and logo will be integrated through signage, a digital sponsor loop and a tabling opportunity during the cocktail portion of the event.
B. How to Think Like a Marketing Guru

What are they looking for?

- Marketing value
- Face-to-face value
- Tickets and tables

Ask them what they want to achieve! Give them choices!
B. How to Think Like a Marketing Guru

Sponsorship Levels

If you would like to become a sponsor for the ANONYMOUS ORGANIZATION, please email Jane Doe or call 555-888-7020 or purchase a sponsorship online.

**Platinum: $20,000**
- 4 complimentary tables of 10
- Business name listed on the invitation
- Business name and logo prominently displayed at the event
- Opportunity to address the audience

**Gold: $15,000**
- 3 complimentary tables of 10
- Business name listed on the invitation
- Business name and logo prominently displayed at the event

**Silver: $10,000**
- 2 complimentary tables of 10
- Business name listed on the invitation
- Business name and logo prominently displayed at the event

**Bronze: $5,000**
- 1 complimentary table of 10
- Business name listed on the invitation
- Business name and logo prominently displayed at the event

---

**Exclusive Contingency Sponsor: $25,000**
- V.I.P. Cocktail Reception Area
- Eight V.I.P. event tickets to the event
- Your business featured at the entryway with high visibility to all of our guests
- Step and repeat backdrop with your logo
- Premium table placement with specialized wine and appetizer service
- Exclusive sommelier for your table
- Prominent Placement in our tribute book
- Welcome gift at each of your guests’ seats

**Exclusive Celebration Level: $15,000**
- Choose one of our additional celebration features from our entertainment menu
- Eight V.I.P. tickets to the event
- Exclusive Sommelier for your table
- Premium table placement with specialized wine and appetizer service
- Logo placement on step and repeat backdrop with your logo
- Full page ad in our tribute book
- Welcome gift at each of your guests’ seats

**You Are the Hero V.I.P. Sponsor: $10,000**
- Choose one of our additional celebration features from our entertainment menu
- Eight V.I.P. tickets to the event
- Exclusive Sommelier for your table
- Premium table placement with specialized wine and appetizer service
- Logo placement on step and repeat backdrop with your logo
- Full page ad in our tribute book
- Welcome gift at each of your guests’ seats

**Table Sponsor $7,500**
- 10 event tickets
- Personal greeting for your guests in napkin inserts
- Exclusive Sommelier for your table
- Welcome gift at each seat at your table
- 1/4 Page ad in our tribute book

**Table Sponsor $5,000**
- 8 event tickets
- Personal greeting for your guests in napkin inserts
- Welcome gift at each seat at your table
- 1/4 Page ad in our tribute book

**Half Table Sponsor $2,500**
- 4 event tickets
- Personal greeting for your guests in napkin inserts
- 1/4 Page ad in our tribute book
Creating an Irresistible Sponsor Deck
C. Creating an Irresistible Sponsor Deck

Sequencing an Irresistible Sponsor Deck

• Cover/Identity Page – organization & event branding
• Information about cause, organization & event
• Highlights of programs provided by organization
• Personal stories and testimonials from those you serve
• Press clips & social medial highlights from past events
• Testimonials from happy past sponsors
• Sponsorship levels and details
• Thanks to past sponsors for their support
• Copy of Save the Date/invitation and contact name and info

You choose which elements to include
C. Creating an Irresistible Sponsor Deck

2019 SPONSORSHIP PROPOSAL

14th Annual DENIM DIAMONDS & STARS

SUNDAY EVENING OCTOBER 6, 2019
FOUR SEASONS WESTLAKE VILLAGE

www.denimanddiamondsforautism.net
C. Creating an Irresistible Sponsor Deck

One in 59 children in America have an autism spectrum disorder (ASD). Autism is more common than juvenile diabetes, pediatric AIDS and pediatric cancer combined. Early and intense therapies have been proven to be effective, yet most children go without them due to financial constraints. Autism Care Today fills a necessary gap by providing assistance for these children today to ensure they have a better tomorrow.

OUR MISSION

Autism Care Today is a national nonprofit 501(c)(3) organization whose mission is to raise awareness and provide necessary services and support to families to help their children fulfill their potential. The goal is to introduce and guide families newly diag-
osing and treating their children with autism and to help them access necessary services, including weekly, monthly, and annual conferences with autistic and other children with autism.

We advocate for the need to provide necessary services and support to children with autism and their families. We educate about the need of early intervention. It is important when treating children with autism, you should be very aware of the effects of treatment are covered by medical insurance, and families are often reluctant to pursue any treatment programs for their child via multiple funding sources. Oftentimes, the child with autism cannot go without such services due to financial circumstances.

Autism Care Today strives to provide necessary services that enable each child with autism care much like his, but at the best possible. Since 2009, Autism Care Today has helped more than 1,200 families and has distributed over $2.00 million in grants through these unique programs:

- Autism Care Today Awareness Program
- Safety Today
- Applied Behavior Analytic
- Assistance Technologies Program
- Medical Help Today
- Special Needs Home School
- Social Skills Learning Program
- Autism Care Today for Military Families
- Autism Care Today Education

THE FUNDRAISER

This red carpet event is a perennial hot ticket!

Autism Care Today’s annual Denim, Diamonds & Stars Gala is one of Southern California’s most highly anticipated events. More than 400 supporters are expected to attend the 2019 event, including high-net worth individuals, international business owners, entertainers, celebrities, philanthropists, socialites, and the community.

This Gala Fundraisers will feature a molded and well-designed, school and new venue, special musical guest, sound, lighting created by West Sound Productions, Village, celebrity presenters and special entertainers.

We invite you to partner with Autism Care Today in our week-long supporting children with autism and their families as they face the heartbreaking emotional and financial challenges of getting care and treatment.

Thank you so much for your generous support for our precious child, Onahale. This has made it possible for her to continue receiving the ABA Therapy. From the bottom of our hearts, we say thank you. You have made our lives so much easier and our prayers have been answered through Autism Care Today and we are grateful for the wonderful gift. God Bless you for going in depth.

— Onahale’s Parents

There are angels on this earth. We never knew she form they are going to take. But we know through the kindness of strangers that they are there. Every day we experience so many trials it is hard to remember good things are still happening. This organization is one of those “good things”.

— Camille and Coragh’s Family

Thank you so much for your generous support for our precious child, Onahale. This has made it possible for her to continue receiving the ABA Therapy. From the bottom of our hearts, we say thank you. You have made our lives so much easier and our prayers have been answered through Autism Care Today and we are grateful for the wonderful gift. God Bless you for going in depth.

— Onahale’s Parents

There are angels on this earth. We never knew she form they are going to take. But we know through the kindness of strangers that they are there. Every day we experience so many trials it is hard to remember good things are still happening. This organization is one of those “good things”.

— Camille and Coragh’s Family
C. Creating an Irresistible Sponsor Deck

JOIN THE EXCITEMENT!

Past Denim & Diamonds events have included:
- InTouch Weekly
- LA Weekly
- The Hollywood Reporter
- OK! Magazine
- Daily News
- Wire Image
- Splash Magazine
- Boston Magazine
- Washingtonian
- Style Magazine
- Hello Magazine
- OK! Magazine
- CW3 Magazine
- Los Angeles Daily
- CENTURY Los Angeles
- Press Pass LA
- Beverly Hills Times
- ABC7 Los Angeles
- and many, many more.

“Genuine Commitment”

REBECCA GRAY GROSSMAN

President & CEO

Pennebaker-Winkler, Inc.

Seasonal Sponsor

Westlake

“Weekend has been a media sponsor for Autism Care Today’s annual Denim & Diamonds event for several years now. We continue to support this important cause because of the genuine commitment and hard work supporting individuals and families affected by autism. Our publication is honored to be associated with such an incredibly important organization and proud to be sponsoring our eleventh year as a media sponsor.”

“Greatest Privileges”

GREG C. ANDERSON

Acting CEO Today Honoring Board Member

Vicenza & White

Autism Care Today is deeply grateful to receive the support of our esteemed sponsors. Their contributions enable us to provide the best possible care and services to individuals and families affected by autism. As we look to the future, we are excited to continue our journey of excellence and innovation.”

“Meaningful and Profound”

STEPHEN & LIZ KASENO

Cofounders, Collaborators

Compass

In recent years, we were able to connect some of our clients with Autism Care Today in meaningful and personal ways. Compass’ mission statement is to “Help Everyone Find Their Place in the World.” It’s a connection that makes us look forward to being able to fund new programs and efforts to support Autism Care Today — our 21st year in the future.”

“Immediate Needs”

WILLIAM J. CORBENS

Partner

Latham & Watkins LLP

Autism Care Today helps people with autism right now. Whether it’s a stay-home or a diagnosis appointment that allows a family to secure public benefits or a family who needs to address the immediate needs that parents have for their children with autism. My wife and I are proud to have been a part of the effort from the beginning and excitedly look forward to helping many more kids.”

OUR SUCCESS

Recent reviews from past sponsors set the tone for this year’s event:

“These community leaders have provided Autism Care Today with the essential resources of guidance, service level support and resources that are key in presenting the annual Denim & Diamonds Gala. Autism Care Today is looking to continue expanding and elevating the gift of sponsorship (you generously) will make this mission possible. Corporate partners play a vital role in providing treatment services and support to those families affected by autism. As a meaningful partner, you have an opportunity to build stronger community ties while changing the lives of autism throughout our nation.”

Morgan Johnson with Harley Robinson & Rodney Pierce

Helen Henders

Jay Montana

Olivia Newton-John

Nolan Gould with Nancy Alphagraphics Jackson & Dr. Doron Grunewald

Tom Bergeron & Brooke Burke

Martin Short, Richard Schiff & Gary Cole with Nancy Alphagraphics Jackson

14th Annual
DELINEUM
DIAMONDS
STARS
PARTNERSHIP
AUTISM CARE TODAY

34th Annual
DELINEUM
DIAMONDS
STARS
PARTNERSHIP
AUTISM CARE TODAY

[Images of event attendees and sponsors]
## C. Creating an Irresistible Sponsor Deck

<table>
<thead>
<tr>
<th>PREMIUM SPONSORSHIP LEVELS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Presenting Sponsor $25,000</td>
</tr>
<tr>
<td>- Presenting Sponsor logo at top of invitation and all event materials</td>
</tr>
<tr>
<td>- Unlimited access to Autism Care Today’s mailing list for your guests</td>
</tr>
<tr>
<td>- Two (2) premium VIP dinner tables of 10 with professionally prepared menu technology</td>
</tr>
<tr>
<td>- Snowflake gift for each of your guests at their place setting</td>
</tr>
<tr>
<td>- Coreduble VIP Custom Reception</td>
</tr>
<tr>
<td>- Half page ad in Autism Care Today’s award-winning magazine</td>
</tr>
<tr>
<td>- Corporate logo placed on event gift bag (limited to 10 logos)</td>
</tr>
<tr>
<td>- Full color ad on site of the event t-shirt book</td>
</tr>
<tr>
<td>- Corporate logo included on building signage</td>
</tr>
<tr>
<td>- Corporate logo and name recognition included on all post-event communications</td>
</tr>
<tr>
<td>- One-on-one meeting on Autism Care Today Facebook page</td>
</tr>
<tr>
<td>- Corporate logo printed on the Autism Care Today website and newsletter</td>
</tr>
<tr>
<td>- Corporate logo and name recognition throughout the event site</td>
</tr>
<tr>
<td>- Table for corporate collateral material and representatives in exhibit area</td>
</tr>
<tr>
<td>- Corporate name/logo prominently displayed on screen during dinner program</td>
</tr>
<tr>
<td>- Special thanks and verbal recognition as Presenting Sponsor during stage program</td>
</tr>
<tr>
<td>- Sponsor representative will be seated in house as a guest</td>
</tr>
<tr>
<td>- Sponsor name/logo will be placed during cocktail reception (provided call provided by sponsor)</td>
</tr>
</tbody>
</table>

### Diamond Sponsor $20,000
- Diamond Sponsor logo placement and recognition on all event materials
- Unlimited access to Autism Care Today’s mailing list for your guests
- Two (2) premium VIP dinner tables of 10 with professionally prepared menu technology
- Snowflake gift for each of your guests at their place setting
- Coreduble VIP Custom Reception
- Corporate logo placed on event gift bag (limited to 10 logos)
- Full color ad on site of the event t-shirt book
- Corporate logo included on building signage
- Corporate logo and name recognition included on all post-event communications
- One-on-one meeting on Autism Care Today Facebook page
- Corporate logo printed on the Autism Care Today website and newsletter
- Corporate logo and name recognition throughout the event site
- Table for corporate collateral material and representatives in exhibit area
- Corporate name/logo prominently displayed on screen during dinner program
- Special thanks and verbal recognition as Diamond Sponsor during stage program
- Sponsor representative will be seated in house as a guest

### Platinum Sponsor $15,000
- Platinum Sponsor logo placement and recognition on all event materials
- Two (2) premium VIP dinner tables of 10 with professionally prepared menu technology
- Snowflake gift for each of your guests at their place setting
- Coreduble VIP Custom Reception
- Corporate logo placed on event gift bag (limited to 10 logos)
- Full color ad on site of the event t-shirt book
- Corporate logo included on building signage
- Corporate logo and name recognition included on all post-event communications
- One-on-one meeting on Autism Care Today Facebook page
- Corporate logo printed on the Autism Care Today website and newsletter
- Corporate logo and name recognition throughout the event site
- Table for corporate collateral material and representatives in exhibit area
- Corporate name/logo prominently displayed on screen during dinner program
- Special thanks and verbal recognition as Platinum Sponsor during stage program

### VIP Sponsor $10,000
- VIP Sponsor logo placement and recognition on all event materials
- Two (2) premium VIP dinner tables of 10 with professionally prepared menu technology
- Snowflake gift for each of your guests at their place setting
- Coreduble VIP Custom Reception
- Corporate logo placed on event gift bag (limited to 10 logos)
- Full color ad on site of the event t-shirt book
- Corporate logo included on building signage
- Corporate logo and name recognition included on all post-event communications
- One-on-one meeting on Autism Care Today Facebook page
- Corporate logo printed on the Autism Care Today website and newsletter
- Corporate logo and name recognition throughout the event site
- Table for corporate collateral material and representatives in exhibit area
- Corporate name/logo prominently displayed on screen during dinner program

### Patron Sponsor $5,000
- One (1) premium VIP dinner table of 10 with professionally prepared menu technology
- Snowflake gift for each of your guests at their place setting
- Coreduble VIP Custom Reception
- Corporate logo placed on event gift bag (limited to 10 logos)
- Full color ad on site of the event t-shirt book
- Corporate logo included on building signage
- Corporate logo and name recognition included on all post-event communications
- One-on-one meeting on Autism Care Today Facebook page
- Corporate logo printed on the Autism Care Today website and newsletter
- Corporate logo and name recognition throughout the event site
- Table for corporate collateral material and representatives in exhibit area
- Corporate name/logo prominently displayed on screen during dinner program

**Autism Care Today** provides grant money for families impacted by autism that cannot afford or access the treatments their children need.

From safety equipment, to social skills groups, to ABA and biomedical treatments, Autism Care Today does everything they can to help our children achieve their highest potential.
C. Creating an Irresistible Sponsor Deck
D. Prospecting and Outreach

Prospecting and Outreach
There are 3 types of prospects

1. Hot prospects
   - Past sponsors

2. Warm prospects
   - Board and committee member contacts
   - Businesses where you spend your money
   - Companies that want your business

3. Cool prospects
   - Research what businesses are supporting other events in your area, and then make a cool prospect list
D. Prospecting and Outreach

The right tool for the right job

- Carefully select the best person for the first touch
- Identify the proper contact person at prospect company
- Script the solicitation pitch using bullet points
- Customize the script to reflect each prospect
E. Treating Sponsors Like Royalty

Treating Sponsors Like Royalty
This is the MOST important step!

1. Follow through on what you promised
2. Keep them in the loop and excited
3. Go beyond expectations
4. Keep promoting them after event is done
Follow through on what you promised

- Keep a spreadsheet noting all promised perks
- Triple check all logos are on step and repeat
- Triple check all logos are in tribute book
E. Treating Sponsors Like Royalty

Keep them in the loop and excited

• Don’t disappear after you have their money
• Your enthusiasm will boost expectations
• This is a chance to thank them again and again
Go beyond expectations

• This will set you apart from other organizations
• This conveys your true appreciation

Reminder: Keep your language donor-centric
Keep promoting them after event is done

- The longer the time frame, the more value to sponsor
- Stay in touch throughout the year
- Offer them first chance for next year’s sponsorships
Keep the Love Flowing
F. Keep the Love Flowing

Keep the Love Flowing
After the Event Is Over

• This is the main mistake organizations make
• Have a post-event protocol in place
• Send photos of sponsor logos at event
• Phone calls and thank you letters are important
• Keep in touch throughout the year

This is the step that will make you irresistible to sponsors
F. Keep the Love Flowing

Special thanks to the sponsor at the table
F. Keep the Love Flowing

Send photos of their logo incorporated into event elements
Send them the tribute book after the event with a thank you note
F. Keep the Love Flowing

An infographic included with a thank you letter is a great touch to show the event’s impact.
Today’s takeaways...

• Sponsorship dollars are marketing dollars
• Think like a marketing guru and speak the language
• High-quality sponsor decks reflect a high-quality event
• Over-perform on your promises to all your sponsors
• Maintaining a meaningful relationship after the event is what makes you irresistible to sponsors
Now go out there and be irresistible!
Special help for special events

www.QueenBeeFundraising.com
aj@queenbeefundraising.com

Everything Events with AJ

Schedule a complimentary 20-minute event brainstorm session at https://queenbeescheduling.as.me/