

The Ultimate Guide to

VIRTUAL EVENT SPONSORSHIPS



Table of Contents

04	THE IMPORTANCE OF SPONSORSHIPS AND OTHER REVENUE STREAMS FOR YOUR EVENTS
11	WHY DO BRANDS/ ENTERPRISES SPONSOR EVENTS?
17	SPONSORSHIPS IN THE VIRTUAL ECOSYSTEM
30	HOW TO STRUCTURE YOUR VIRTUAL EVENT SPONSORSHIP DEALS/PACKAGES?
35	HOW TO EFFECTIVELY PRICE YOUR VIRTUAL EVENT SPONSORSHIP DEALS?
38	HOW TO GET SPONSORS FOR YOUR VIRTUAL EVENTS?
45	CONCLUSION

Sponsorship is a great stream of revenue for any organization or business engagement that we can't afford to keep out of the game. It provides wonderful opportunities for scaling up your competitive edge by improving your organization's credibility, image and prestige.

Event sponsorships are the fastest growing type of marketing in major countries like the USA, the UK, different parts of Europe, Australia and other major Asian countries.

Whether you're in the business of events, conferences or hospitality, sponsorship has at least 40-50% of revenue generation scope for you.

All good - but how do I target my prospective sponsors? I'm scratching my head.

There is no shortcut to it. No battle or game was ever won by escaping the challenges and problems. Face it, plan it and do it. That's the only way you progress.

If you play your cards right, you can do miraculous work in commanding the attention of your potential sponsors and dragging them into listening to you and sponsoring your events.

Let's not forget that everyone has their own priorities to address. What is important for me wouldn't be important for you and vice versa. **The same applies to you and your sponsors.** You need to illuminate the possible key benefits and gains of sponsoring your events or some space of your events - whether we talk about virtual events or in-person events.

Before helping anybody else, let's help ourselves first in making our strategies right and execution unshakable. We'll learn more about this later in the book.

I bet you'll enjoy reading this further if you commit to sipping it slowly. This ebook is going to be the only guide you ever need on how to get sponsors for your virtual events and exploit them to pour into money (happily) in your planned sponsorship programs.

All worries gone - you're ready to sail through your sponsorship game now!

CHAPTER - 1

**THE IMPORTANCE OF SPONSORSHIPS
AND OTHER REVENUE STREAMS FOR
YOUR EVENTS**

2020 and beyond years are unstoppable for sponsorship programs that can really put you in an extremely competitive position to leverage it with your event.

Only large companies could previously afford to sponsor as part of their marketing strategies and efforts to elevate their profits and establish goodwill. However, all things have dramatically changed - people and small to medium sized businesses have realized the importance of sponsoring an event and its advantages.

Its importance is all the more high because sponsorships cater to a broad spectrum of benefits that can be achieved through well-planned sponsorships beyond differentiating their companies from competitors, enhancing customer relationships, showcasing their services & products, etc.

By and large, you have these areas of your events where you can generate revenue for your business from an event perspective.

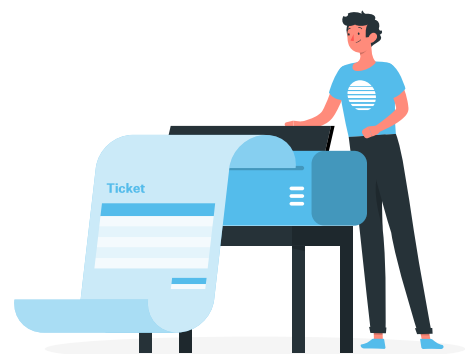
Tickets

You need attendees/delegates to pay for your events and attend them. Ticketing is vitally important for commercial sales that aim at making profits.

For events, tickets are a certain way to attract interested audiences. Event tickets are strong means for generating revenue to raise funds, offset event costs, or gain profits.

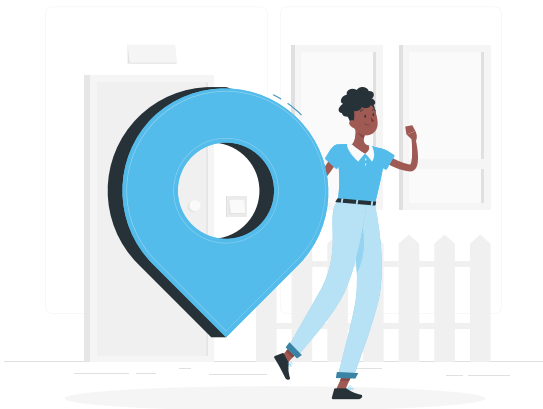
Event ticketing/paid registration is a catchy word for your potential attendees. In ticketing sales, you provide some critical information too, your audiences can not take their eyes off.

They should be enticed to view, digest and check out by paying money for your event tickets.



Exhibition Space

The main objective of exhibition space for any exhibitor is to capture as many leads as possible. The leads should be warm and have the potential to become long-term paying customers.



When you organize events that have capabilities for exhibition space and booths, you have your best possible chance to wheedle your way to obtain exhibitors to sponsor your exhibition space and pay you money.

In return, exhibitors have their exhibition space, branding, ability to produce leads & meet new prospects and expand their network.

Merchandise Selling

Merchandise selling at your in-person events is another great way to increase your revenue. You can have small to big merchandise vendors at your event selling different sorts of products - t-shirts, electronic items, education products, etc.

They can meet their new prospects and sell them what they have to offer. Those vendors can earn money by selling their products to customers.

Attract and invite merchandise partners to sell their products at the event. But select them wisely. Consider quality, creativity, pricing, and lucrative options for bundling and up selling your merchandise with tickets.



Media Rights

Media rights is a fine way to earn money. You would like to invite media companies and other representatives too who would like to spread the word of your event on their channels.



You give them rights to do so against a fee so that you earn money and they get amazing story coverage to broadcast.

It depends on you how you want to do it, what kind of structure you want to develop and how you want to sell this to them.

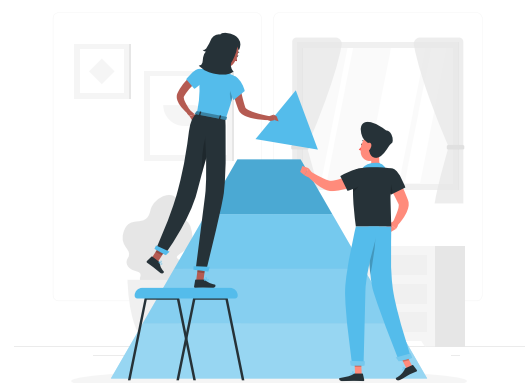
Corporate Hospitality

This is a big fish for your in-person events. You invite attendees and delegates from within the country & or from other countries to attend your events.

Of course, for most of the attendees, you need to arrange for paid accommodation near your event venues.

You have a fantastic opportunity to collaborate with hotels & hospitality vendors and give them business. You have different ways to make money from this partnership and use the money to offset your other event expenses.

These types of partnerships will not allow you to provide the best suitable accommodation options for you attendees, but they also help you earn money and reduce costs if you're able to find discounted prices for bulk packages.



Food & Beverages

Have you ever seen a big event/conference that have had no options for food and beverages?

It's not practically possible.

You must also plan who you'd like to serve your attendees when it comes to food & beverages (catering) for your attendees at events.



The cost of food and beverages continues to rise, though the overall event budget may shrink. Food and beverages at events are not just keeping people full, - but it's part of your event experience.

Your partnerships with foods and beverages providers who are specialists in catering to events will provide you with so many tremendous options of getting

it at lower costs, fine catering & services, and hospitality too.

It should be part of your overall event strategy on how to earn money through it. You can collect the money for foods and beverages in advance with tickets when your attendees check out and pay for the tickets.

Sponsorships

Sponsorship should get your audience talking!

Your event attendees expect sharable and interactive experiences. They want an enjoyable experience. They would like to network and learn something new.

Sponsorship must support your overall event mission and must be part of your event revenue generation strategy.

If we can understand its worth and what all wonders it can do for your events, you'd be shell shocked to know that sponsorship is arguably the best way to earn the maximum income and invite different and big brands to be part of your events.

People want business, new leads and acquire customers. Event sponsorship has become the highest revenue maker for you.

You need to be more sagacious and calculative about how you want to strategize your sponsorship programs. You want sponsors to sponsor the full event, some space at the event, some sessions or something else. Be clear with what components of your event can be and should be sponsored and why.

Good sponsorship programs can put you on cloud nine and make your life super-easy from all the perspectives.



Sponsorship and Exhibition for virtual events

Event managers/professionals are working fast to transition their events to virtual events due to the COVID-19. People had to come with quick yet sustainable solutions for their business, projects, and events.

Everything and everybody is online - you must be too so that you can capitalize on the digital edge you've got.

The same applies to your sponsors and exhibitors. Given the fact that you need to create more value for them through your virtual events, you must change your strategy to market and attract relevant sponsors and exhibitors for your online events.

Let's go through some burning questions to understand what the future of virtual events holds for sponsorship opportunities.

How are you going to generate event sponsorship revenue when standard in-person methods are not available?

No face to face meetings and interactions - how do you replace it for goods?

How are you going to generate event sponsorship revenue when standard in-person methods are not available?

No face to face meetings and interactions - how do you replace it for goods?

Great News!

Virtual events and conferences are here to stay. They can help you with your event sponsorships big time if you think creatively on how you provide the same value event sponsorship opportunities to your sponsor and embellish innovativeness to programs and packages.

Your virtual event sponsorship programs need to start with understanding more about your audience. Determine what kind of sponsorship exposure you want to provide. Ensure that you don't irritate your audience with anything unnecessary in the light of benefiting your sponsors. Otherwise, it would be a bad attendee experience .

The best option you have: you can consider providing more valuable information and content to your audience, that would be super-easy to understand and digest.

You also need to decide:

- On what type of virtual event software or platform you want to use for your events.
- You criteria/needs to partner with a good virtual event technology provider that should enable you to do a lot of work effortlessly.
- How you want to capitalize on sponsorship opportunities like a virtual event expert.
- What kind of sponsorship exposure the platform can provide your sponsors with.

CHAPTER - 2

**WHY DO BRANDS/ENTERPRISES
SPONSOR EVENTS?**

Let's understand “why” first so that “how” for you to get sponsors becomes easy.

What do your sponsors want? Ask yourself these questions to be in the right mindset to win your sponsors.

No matter how big brands are, they need to preserve their brand legacy, reputation and buzz. Hence they will also look for branding opportunities and others as well to further strengthen their brand and credibility in the market.

However, brands and enterprises don't choose any event for their sponsorship just like that - without realizing and understanding its benefits and outcomes.

If you can hit on your sponsorship programs to them and help them understand what they will achieve by that, they will surely be attracted and intrigued to take action and sponsor your events for their sponsorship and exhibition opportunities.

High Brand Visibility

Who doesn't like to grab the attention of hundreds of thousands of people online for their brand visibility and image?

This is practically possible with virtual events if you use an online event management solution.

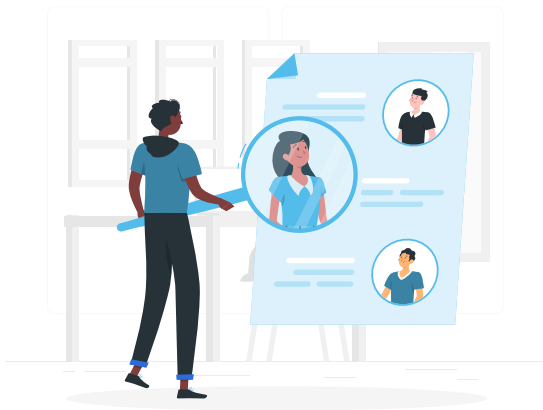
Brands sponsor events as they put them in visuals before large audiences who don't know about the brands.

They also want to enhance their brand recognition. Different brands and enterprises are keen on attracting new customers and good press.



Checking On Competitors

Your sponsors also want to track the activities of their competitors. How they showcase their products, services and engage with potential customers & content strategies they are using to increase their market share or subscription base.



Virtual event sponsorships give them an amazing opportunity to check on their companies, track their cues, & observe some extraordinary approaches.

Providing a Personalized Experience

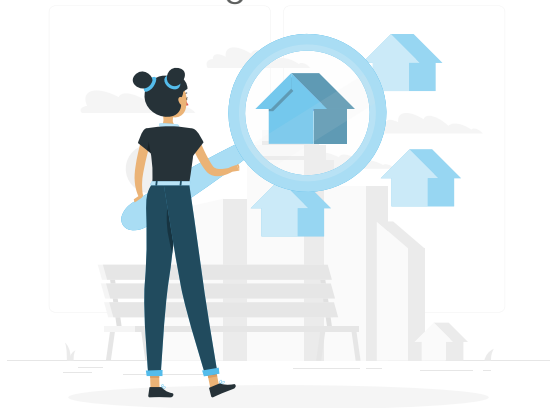
This stands out from all aspects. Your customer is your hero, nobody else.

With a lot of marketing activities, content flow and business programs, it is quite challenging to provide your potential customers with the best of the best experience.

Markets are crowded. Online channels are exploited. However, providing a personalized experience to potential customers brings all sorts of laurels for sponsors.

Brands want to stand out from the rest of the pack and thus personalization is a key to success in any industry you talk.

They do not want to lose potential buyers by using the same approach with every one. Different buyers, different needs, desires and expectations.



Networking

One of the goals of an event is networking. People love networking with others, engaging with people and sharing experiences and views about anything they know.

We, people, are wired for self-improvement. And networking leverages it to a great degree.



Your sponsors would like to meet new people, talk to them & understand their needs. Cold leads, warm leads and hot leads - this is what sponsors are aiming at and try to deliver for their business.

Powerful Targeted Marketing

The right event attracts the right customers. People like to be involved in conversations that are relevant to them and help with required information.

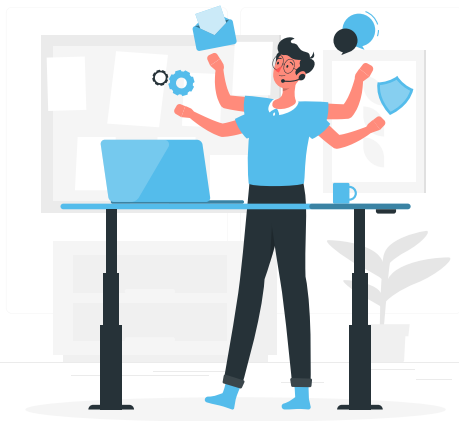
Especially, with virtual events, it is practically possible to do powerful targeted marketing by rolling out multiple things at the event. Like: one-one meetings, chats, business card sharing, brochures and presentations downloads, video watching, etc.



Effective & Quality Lead Generation

Events are clearly a lead generation tool for sponsors. They talk, present and obtain leads and drive sales. The sales funnel works: cold leads - warm leads - hot leads and acquire customers.

By gathering prospects' information and details, they can reach out to them later and again start the conversation.



A good virtual conference software provider has the capability to collect the required information including business cards and interests.

Leads are of high quality and generate new business opportunities. Customer Lifetime Value is high due to the credibility of the brands and opportunities to directly interact with sponsors.

Establishing Business Relationships

Who doesn't want to establish business relationships?

All business people like to do it. Business relationships between sponsors and attendees are a wonderful way to start the discussion, understand needs and provide solutions.

Business relationships sponsors nurture are for long term - depending on the industry of a company/brand.

They want their audience to talk about them & remember them with the emotions injected during the relationship building process.



Part of Content Strategy

Remember - popular events get a lot for engagement and social media traction. Your sponsors also want to have user generated content - event attendees' photos, videos, blogs, introduction and active participation.



User generated content has a higher impact on potential buyers. So, ensure that it's easy for your audience to tag sponsors' businesses on social media channels.

Sponsors would also like to share their presentations, brochure and other content with attendees - potential customers and attract them to buy their products.

High Return On Investment

Sponsors have endless benefits if they make enough efforts & establish and forge new connections.

Quality relationships and conversations can help glean what it takes to build a true customer base and target them for sales.

Sponsors are ready to grab all sorts of leads with their both hands. - Cold, warm and hot leads. And that is what creates tremendous value for them.

Show your potential sponsors how they can achieve high return on investment to win their hearts.



CHAPTER - 3

SPONSORSHIPS IN THE VIRTUAL ECOSYSTEM

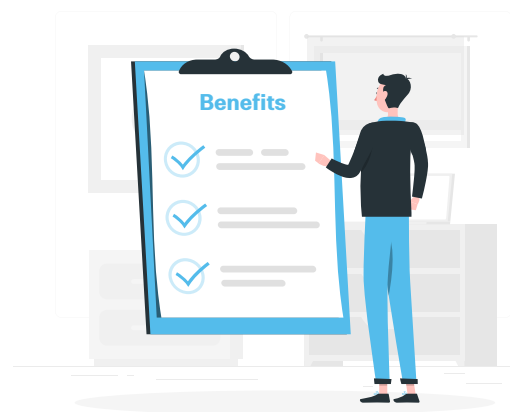
Let's accept the fact that we're in the new normal. COVID-19 has become the catalyst for virtual events, conferences, summits, meetings.

We build and develop virtual events around attendee engagement & networking, valuable content and useful data. When you have the same broad conferences that are going virtual, you need to be strategic about your conference sessions, keynotes, break out sessions, separate meeting lounges, etc. There is an incredible difference between hosting virtual events and in-person/physical events.

All in all, organizing and managing virtual events will also require care and vigilance from you in setting it up completely and delivering winning performance that you would have done for your in-person events.

The Key Benefits You Obtain With Your Virtual Events:

- You don't have to consider travel, food, accommodation and other on-field logistics costs.
- You can find good quality speakers for your virtual events at reasonable fees.
- Virtual event technologies are available at lower prices.
- Co-operation, follow-ups, and status tracking with/from your colleagues, speakers, attendees and virtual event tech vendors is easy as all is online happening over the internet.
- You can reach out to your global audiences and sell your event tickets to them who can't attend your events if hosted at a venue.
- With a little imagination and genuine commitment to excellence, you can certainly find a way to bring high creativity into your online conferences, events.
- You're well-placed to form an online community for your attendees around the globe and keep serving them for their learning and satisfaction.



- You can exploit digital marketing opportunities to spread your message & event buzz as rapidly as possible and effectively.
- As your people are online, social media channels can prove to be a ripper strategy to your event marketing.

How Virtual Events Are Different?

Virtual events are cost-effective and value is based on content. Although the experience of in-person events can not be replaced, most of the virtual events can give your attendees almost the same or similar experience if you share knowledge, content in an entertaining way and engage with your audience.

When you host virtual events, people have to do everything online only. When they attend a virtual event, there are a lot of distractions at home. Therefore, it is vitally important that you come up with different engagement strategies and networking opportunities for them so that they can actively participate and stay focused.

You have a different scope of sponsorship and exhibition opportunities that you can show and provide your sponsors and exhibitors with when going digital with your events.

Hosting virtual events and their success also supported tremendously by the virtual event software provider you are going to use.

Virtual event formats allow you to strengthen your event types and scale them up for broader audiences. Conferences, summits, meetings, partner meetings, product launch, award ceremonies - you can host all these events virtually and enjoy success.



Benefits Of Sponsoring Virtual Events For Sponsors

When you design your virtual event sponsorship presentations for sponsors, it's good to be crystal clear with the key benefits your sponsorship programs can offer to your sponsors.

Embellish your sponsorship programs and packages with the below benefits for your potential sponsors:

- **Early adopter and edge over digital marketing**

As we established, virtual events are here to stay. Virtual events are the newest and growing way to generate leads and drive sales for sponsors.

Whilst other people are still deciding on hosting virtual business events, you can become an early presenter of its benefits and advantages to your sponsors. Also, the same excellent opportunity sponsors have to cash in fruits.

Virtual events are specific and goal centric in their nature unlike digital marketing. Digital marketing is a great tool to reach out to your audience; however, it is not a new way of doing business, marketing products/service - it can't be radically relevant too.



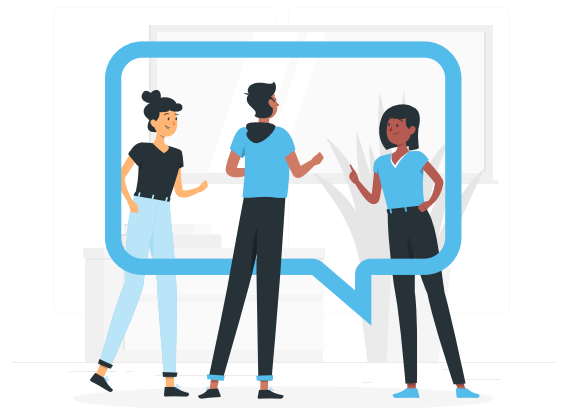
People have sentiments and love doing new things and take advantage of them. Inject emotions in your programs to your sponsors and persuade them to sponsor your events.

When they have an idea and understanding of what virtual events have to provide them with (great benefits), they will put their hearts into them.

- **Highly relevant audience and leads**

Events provide your sponsors with highly relevant audiences and leads. Events are attended by people with specific interests, qualifications and status.

In 2020 and beyond, virtual event generated leads are the best strategy to generate leads and close new sales. You target particular audiences to attend the events - their industries, functions & experience are already known to you. This is going to be a big win for your sponsors.



- **Costs saving**

Costs of virtual events are lower than in-person events. Your sponsors are part of events and meet different attendees to Meet attendees/prospects over the internet.

Event production, engagement & networking are digital. Thus virtual events incur lower costs than in-person events.

You don't need on-field logistics, accommodation and physical booth for attending the event. So you can exclude those costs.



However, you still stand an excellent chance to showcase your products at virtual events using virtual booths.

A capable virtual conference platform helps you with virtual sponsor & exhibitor booths. You will have terrific branding opportunities provided by the software for your sponsors.

- **Global audience reach**

Global audience reach is the greatest advantage for virtual events for you and your sponsors.

The geographical barriers faced with in-person events are removed and your attendees can join your events from anywhere in the world.

Online sessions, interactions, networking & engagement for, amongst & with attendees outweigh ticket prices for them if you have the right strategies in place, including roping in an event tech partner.

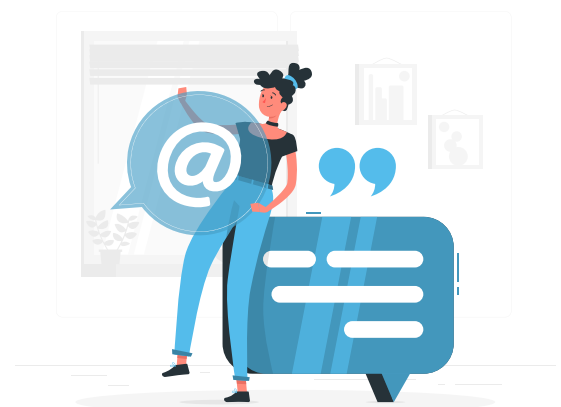
Sponsors are in the best position to make their conversations more interactive with their global audience. They can have attendees joining events from different countries & this gives them global brand exposure.

- **Great marketing tool**

Virtual events allow sponsors to directly interact with attendees. Chat and conduct video calls with them. They can collect business cards. They can share their product information, presentations and engaging videos. These are pragmatic methods of communicating with their audiences what work amazing and trigger actions.

Sponsorship opportunities with the right virtual event platform provider are epic.

Floating banners with their branding, sponsored speaker sessions & break-out sessions, the right use of their companies' logos and creatives in meeting lounges and competition (contests), branded networking lounge tables for sponsors and exhibitors leverage incredible marketing opportunities for sponsors. This will set them up for huge follow-on advantages too and add value to their brand awareness & recognition.

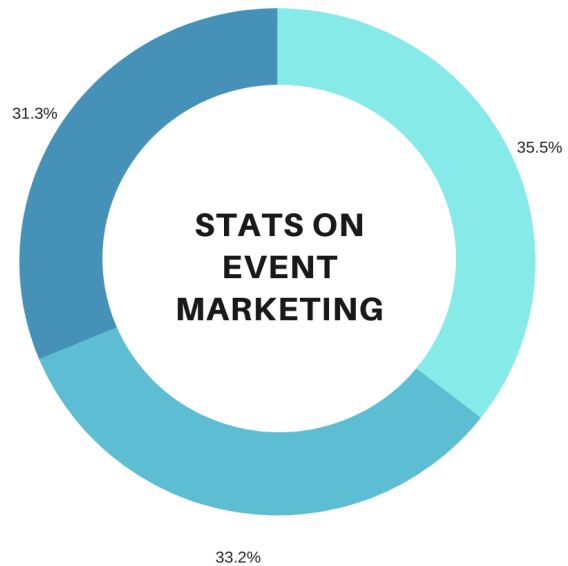


Take a look at these astonishing stats on event marketing:

91% of consumers say they have more positive feelings about brands after attending events & experiences.

85% of consumers are more likely to purchase a product or service after attending a live marketing event.

80% of businesses believe that live events are an important component of their company's success.



- **Data rich sponsorship**

Virtual events hosted on virtual events software help you leverage great data/analytics that you can use to make informed decisions.

You have the attendees number, their professional information, stats on meetings scheduled, breakout sessions, sponsors- attendee meetings, business cards sharing, social media link visits, clicks, top participants, profile visits, etc.

All these data points are easily available for you and sponsors digitally in minutes.

Get rich data, analyze it, and form your event & sponsorship strategies and level up your game.

What Companies Should Evaluate For Sponsorship

(important notes for event organizers)

Sponsors pay for your sponsorship programs in an effort to gain brand awareness recognition, generate leads and boost sales.

Sponsors need to choose the right formula to make the most out of their dollars spent on sponsorship packages. That is why - they must be radically relevant with their strategies, choice and how they want to support your virtual events and help their potential customers.

How do sponsors ensure they put their coveted marketing dollars to great use with virtual events?

- **Be relevant and inquisitive**

The first step to evaluate any sponsorships is to ensure that virtual events are relevant to our industry, product & services and marketing strategies. Know what's critical to achieving your goals and how to execute your sponsorship plans. Ask questions, get responses.

Become inquisitive. Get every detail of the event, theme, audience types, countries, other sponsors & exhibitors, your potential customer persona, speakers, etc. Check agendas, sessions, technologies being used & so on.

Event organizers need to provide sponsors with all these details in a clear & concise format. Highlight any unique things that could be eye-catching/deal breaker.



- **Assess what you receive by defining your courtship**

Define & establish your courtship meticulously. This is a value-driven practice to evaluate sponsorship opportunities.

What do you get against your marketing dollars? Are they any speaking opportunities? On-demand videos with your branding?

- **Opportunities**

Branding :-

Sponsors would be more enticed to branding opportunities. Their mental image is also positively impacted about your event when you use a good virtual event platform.

Branded banners, sponsored sessions, branded meeting lounge, branding on agenda, etc.

Branding through gamification, push notifications, emails.

Branded discussion tables in a highly innovative networking lounge.

Virtual sponsor booths :-

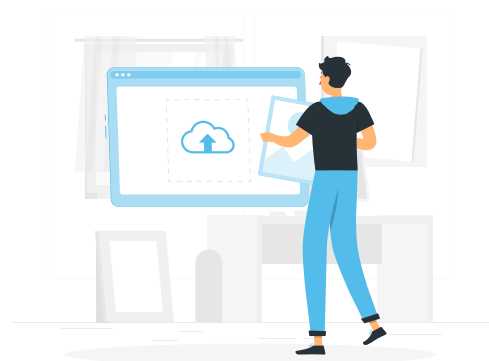
This is your special and inexcusable opportunity that you must provide your sponsors with.

Sponsors must check and strategize how they are going to best utilize sponsor booths for themselves to create value for their audience.

Salient: Sponsor profiles' layout, sponsor representative listing, 1-1 chats and video calls with attendees, marketing collaterals, brochures, presentations and videos (uploadable & downloadable), call to action button linked to a URL or form to generate leads, business cards sharing.

Engagement & Networking :-

Different ways to engage and network with attendees. Creating polls and introductions. Using the event feed hub to upload images, videos and posts. After event networking opportunities.



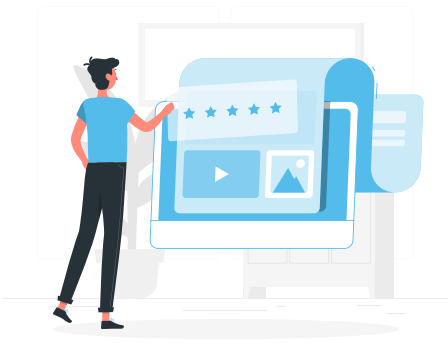
Speaking opportunity :-

This is irresistible temptation for sponsors. They would also like to speak at your virtual event sometimes and take advantage of branding and promotion.

Sponsors must evaluate this option too as this is a direct interaction with the mass audience. Panels, individual, keynote speaking.

Content Strategy and Content Sharing :-

When you are digital, your marketing is based on succinct content you would like to share with your prospect as sponsors. It's also a great idea to evaluate this option.



How event organizers could assist you with content strategy for anything you want to try out. What kind of content is acceptable and best suitable for your attendees. What types of content you can share with them and how.

Content sharing via emails and promotional activities. Literature and report distribution.

Lead Generation :-

Let's drive sales. That's the ultimate goal of sponsoring an event along with other branding related benefits.

How your sponsors would be able to generate leads, gather attendee information/data, take them to landings pages to fill a form, etc.

Quality lead generation opportunities event organizers/event professionals provide organizers matter a lot and help reach out to new and global prospects and drive sales.

Sponsorship Metrics Availability:

Data and stats you collect throughout your event is incredibly important to your sponsors.

Your virtual event technology platform must be capable of providing you with those data points.

- The number of attendees and the country names they belong to
- Leads captured by sponsors
- Audience engagement
- Networking - 1-1- meetings and group meetings conducted.
- Business cards sharing
- Brand building & awareness-clicks, downloads, social media profile visits

Measuring Cost vs Impact :-

How much you pay Vs how much you get. This is your mandatory sponsorship evaluation practice.

Sponsors present sponsorship packages/ programs, research and their advice to the people who hold the walled strings.

Include: Attendee profile, sponsorship programs/packages, key benefits & exposure, expected ROI, marketing budget, recommendations why and how you can go ahead and sponsor the event.

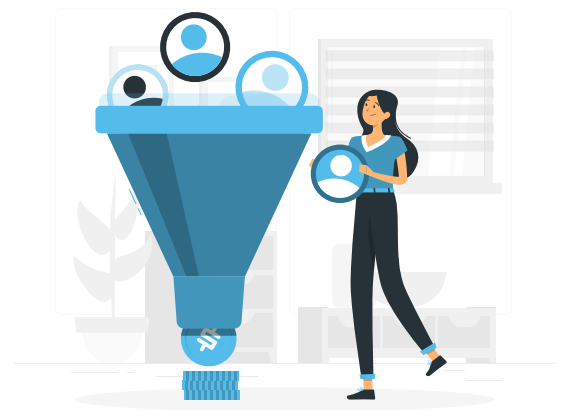


Challenges Event Organizers Face In Pitching Or Presenting Sponsorship Worth

- **Not having access to current trends and data**

This is an information gap for event organizers. Not having access to current trends & data make your sponsorships more relevant & benefit focused.

This is one of the biggest challenges event organizers face.



- **No strong social media & digital presence**

Your people are online - using different social media channels and consuming content.

Noting having strong social media & digital presence for your organization deprives you from all the possibility of attracting your sponsors.

- **Complicated sponsorship deal/proposal structure**

Never complicate your sponsorship deal/proposal structure. This will diminish the interest level of your sponsors.

- **Lack of complete understanding of what could be sponsored at virtual events**

This will hinder your chances to present your sponsorship value and opportunities to sponsors effectively.

Not having a complete understanding of it will prevent you from exploring and capitalizing on what you can do with your virtual event platform possibilities.

- **Inability to highlight the biggest benefits and value creation techniques to Sponsors**

This will put you in a bad position and you would not be able to establish your solid stand to your sponsors.

- **Avoiding being detailed oriented**

A good number of event organizers tend to avoid being detailed oriented. They avoid providing the complete details in deals/proposals/packages for sponsors.

Doing so creates a lot of questions and doubts in the mind of sponsors and may hamper your believability.

- **Not segmenting your sponsor packages wisely**

You will be dealing with different sponsors who have different needs, objectives and interests..

It is not a good idea to keep the same packages for everyone - and segment them wisely to help yourself and your sponsors.

- **Weak sponsorship presentation**

Your presentation will help your sponsors a lot of things quickly. You can not afford to give a weak presentation to your sponsors. It has to be strong, good, and precise.

- **Poorly targeted marketing efforts (relevant audience/sponsors)**

Poorly targeted marketing efforts will waste your money and any good results. Thus it is important to plan, segment and target your marketing efforts as per your audience/sponsors.

CHAPTER - 4

**HOW TO STRUCTURE YOUR
VIRTUAL EVENT SPONSORSHIP
DEALS/PACKAGES?**

Structuring your sponsorship deals/packages with relevant details and layout is extraordinarily important for you and for your sponsors.

Discover the value for event sponsors & design multiple options

Do you want to win quality sponsors for your virtual events?

You need to customize every opportunity to their specific business goals and objectives. It means that you should not use the same deal/proposal for each different sponsor.

Understand what matters to them most, where they want to leverage more benefits, how they want to generate leads, what approach they use, etc.



Value and Volume

What is the most important aspect for you - value or volume?

How much revenue do you expect to make through your sponsorships?

What is your brand status in the market? Established and have goodwill? Are you a new brand?

Three ways to structure your sponsorship deals: Software product pricing models in general

1. Multi-tier Pricing: This is similar to software product pricing, pay for as many benefits as you would opt for.

Yes - super simple to understand.

2. Skimming Pricing: This more or less works out on the charge as you proceed. Based on the response you expect, quote a price for a certain time, then increase or decrease your prices as per your strategy.

3. A La Carte Model: This is to gain more volume of sponsors and sell more sponsorship. Price each benefit individually and sell them on a “need to buy” basis.

Structure – Virtual Event Sponsorship

Multi-tier Deals

Top Tier Block – Visionary Brands

Your gold sponsors obtain the most benefits that are available within the sponsorship opportunities in every aspect possible; branding, business leads, networking, and virtual space.

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Your gold sponsors obtain the most benefits that are available within the sponsorship opportunities in every aspect possible; branding, business leads, networking, and virtual space.

Benefits Can Include:

- **Featured Virtual Speaking**

An opportunity to have your sponsors talk about their business, case study, reports & research, product roadmap, technology updates, etc.

1. 30 minute speaking session with Q&A
2. On-demand video file
3. Access to 2-3 employees during the event
4. Special email blast with company details
5. Session promotions on social media platforms
6. Ability to share their branded content/presentations

- **Branding Campaigns**

1. Logo space on the event website, sponsored sessions and social media posts
2. Company details on event webpage
3. Sponsored event promotion through email campaign.
4. Social media coverage and featured snippets, etc.

- **Business & Networking**

1. Virtual exhibition booth to host live products and demos
2. Facilitated 1:1 meeting with attendees
3. Additional login access up to 3-4 or having multiple representatives for attending virtual booths and interacting with attendees.
4. Sponsored networking lounges for group discussions.
5. List of delegates and a certain percentage of attendee database
6. Advanced networking with Matchmaking–pre-scheduled meetings

Similarly, event organizers can design the Gold and Silver packages with fewer benefits compared to the Platinum Package.

Note: Make sure to highlight premium services to make the prospective sponsors prioritize their budgets vs their requirements.

A La Carte Model

La carte models are designed and prepared considering affordability and larger volume of sale.

You can charge separately for the following features:

- Virtual Speaking Slots
- Virtual Exhibition Booth
- Virtual Sponsor Booth
- Networking lounge access
- Pre-scheduled 1:1 meetings
- Email Blasts & Social Media mentions
- Special Pass Bunch – Access to 3-4 Employees
- Product Showcase Space/Video
- Guaranteed E-Business Card Exchange



CHAPTER - 5

HOW TO EFFECTIVELY PRICE VIRTUAL EVENT SPONSORSHIP DEALS

You need to be more clever with pricing your sponsorship deals. You need to take many aspects into consideration to structure it well and make it attractive to your sponsors.

You must have the below information/details to price your packages.

- **Do research and check market rate**

This is your first step to do it, Do some research and understand how your competitors are pricing their sponsorships packages.

Set the optimal packaging price by studying what other event organizers charge for the same or similar sponsorship opportunities.

Consider different data points and design your deals in line with the best possible structure.

Let's not assume what is the best & prepare the deals. For example -

Platinum Package: \$20,000

Gold Package: \$15000

Silver Package: \$10000

But determine what all opportunities you can provide your sponsors with, consider your research work, competitors' pricing & your framework - to create the best possible priced packages of your programs.



- **Decide on your audience size and agenda**

For your virtual event/conference deals, determine your audience size and agenda, because you are selling access to certain attendees at your online events.



Determine what level of attendee details you can afford to share with you sponsors. Also, know what all sponsorship opportunities you can leverage using event agenda - sessions, panel discussions, break-out sessions, etc. These all are video based and can do wonders for your sponsorship programs.

- **Clearly outline your sponsorship deals/packages**

Your need to create a detailed outline of your every sponsorship package. You must clearly mention all the details and segregate what you are leveraging for your sponsors in that specific package.

Below is an example for you to understand. However, you require to do that for each of your sponsorship packages.

Gold Package:

- Sponsors booths
- Branded banners on the login screen
- Branded floating banners on the platform homepage
- Sponsored sessions,
- Sponsored meeting tables in the lounge
- Branded contests and newsfeed
- Attendee information (what all points included)

- **Be open to negotiate**

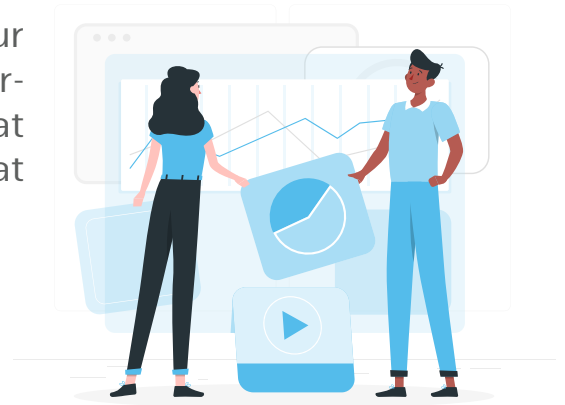
Everything in life is a negotiation. You have good chances that you will have to be willing to negotiate your packages with your potential sponsors. Be open to that and do it smartly such that it will allow you & your sponsors to cash in and win.

There are many solid and effective negotiation techniques that you can use to reach the best deal possible and conclude positively.

In the negotiation part, step on the gas & do it enthusiastically because your sponsors are apparently interested in partnering with you.

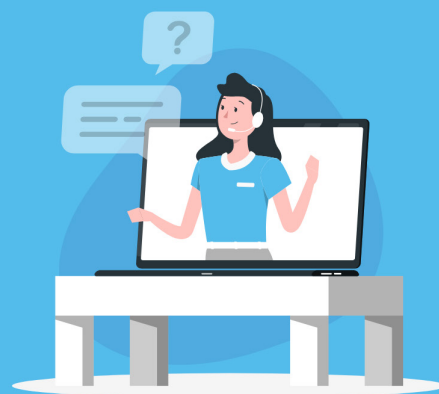
- **Consider these questions and points as well to set prices**

1. What is the avg.cost of acquiring business for the industry your event is targeting?
2. What is the avg. lifetime value of 1 lead generated through your event?



3. Consider charging 10-15% premium for audience quality over your fixed costs.
4. Consider another 15% of your fixed costs for the fixed value you provide through facilitated meetings.
5. Decide your earning margins above the fixed cost + Premium audience charge + Opportunity charges + Earning margins.

**WANT TO FIRE UP
YOUR VIRTUAL EVENTS?
LET'S TALK!**



CHAPTER - 6

HOW TO GET SPONSORS FOR YOUR VIRTUAL EVENTS

Remember - Sponsors don't just buy your sponsorship packages, but they buy you too.

Trust, capabilities, confidence and vigor to help are a few of the critical human traits and skills that help me, you and everybody else.

At brands, companies or enterprises, they have decision making groups - people who influence and take decisions. It signifies that you as event organizers/professionals would not be dealing with an individual, but technically a group of decision makers.

Understanding their needs, interests and objectives and acting in accordance with them makes all the difference.

Let's be a bit more intelligent with how you get sponsors.

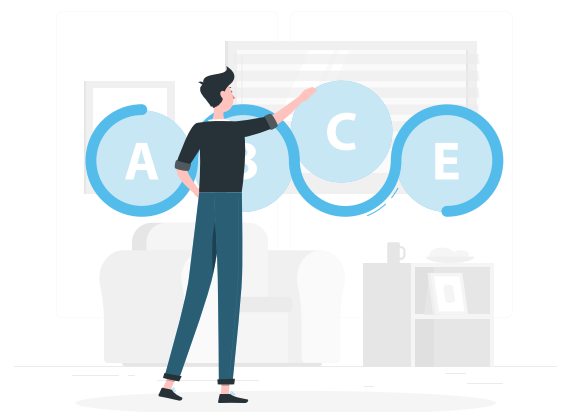
- **Cement the basics first**

All drills down to cementing the basics first before you think of becoming creative & innovative with what you do. Get your basics right.

Know your audiences, sponsors, event technologies, how you can leverage top benefits for your sponsors. Be clear with your plan and execution. Have your team support you if needed.

Research your peers and competitors - they may have great experience to share with you on the subject and you would get some golden nuggets.

Identify your strength and weakness. Use them to your advantage.



- **Deposits Vs Withdrawals**

This way of acquiring new sponsors or customers can work in any industry.

This is a long term approach and will take time to gain success. But this will pay you off as you will not have to go to your sponsors for business, they will come to you, chasing.

Before you ask your sponsors to buy your sponsorship packages, provide them with some free, relevant, valuable content in forms of anything - written, images, infographics, blogs, videos. Educate them on new things and ideas that could move them up on the ladder.

Embody the idea of understanding the hunger of sponsors so that they can know them deeply.

Shed light on problems they are not aware of, but may harm them. Get them to think of their work & marketing success differently. Do it for your virtual events.

Asking before providing value is a withdrawal and providing value before asking is a deposit.

Deposits build high credibility and believability

(However, it does not mean that you should not focus on other marketing aspects & content. You can & should as per your sponsor types)

- **Understand their needs and show empathy**

You can not become successful at securing sponsors for your virtual events unless you understand their needs and show empathy to them on facing their problems.

Determine what level of attendee details you can afford to share with you sponsors. Also, know what all sponsorship opportunities you can leverage using event agenda - sessions, panel discussions, break-out sessions, etc. These all are video based and can do wonders for your sponsorship programs.

- **Build a strong digital presence**

In the digitally disrupted world of business, you need to build a strong digital presence. People are online so you need to be there too.

Make your website look good, do website optimization and run SEO. Have social media channels to share content, updates and news, start writing sponsorship blogs and educating people, build contact list for outreach activities, adopt email marketing, engage your potential companies and sponsors with visuals, participate in forums and Q&A, build community for idea exchanges and knowledge sharing.

- **Social media presence is a key**

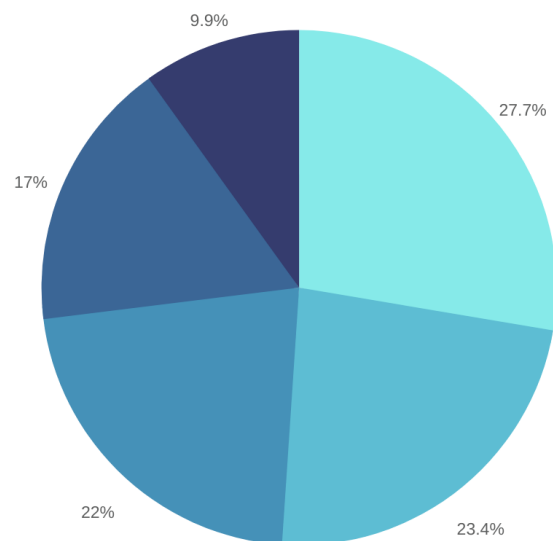
Social selling is the fine concept we need to adopt. You, as event planners & organizers should ensure that you identify which social media platforms work for you as per your audience types, what they consume and what they like.

Embrace social selling and you will see wonders.

Check out these positive stats on social selling:

POSITIVE STATS ON SOCIAL SELLING:

- Reduced contact time
- Increased number of leads
- Deeper relationships with clients
- Improved lead conversion rate
- Short sales cycle

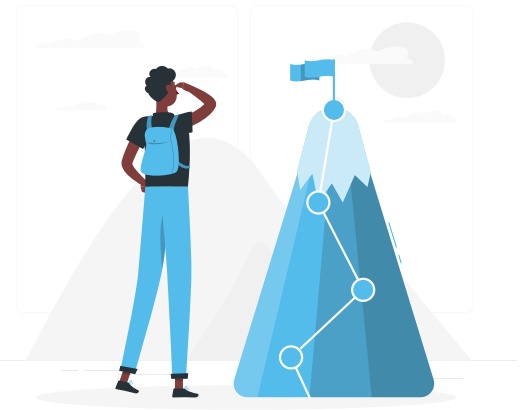


- **Focus on targeted marketing efforts**

You need marketing, yes targeted marketing for leads to come in.

Define what you want to achieve with your marketing & set a plan for the same.

Run newsletter campaigns, run paid ads on social media, Google and other platforms where your potential sponsors/companies are present.



- **Design your easy and relevant yet impressive sponsorship programs and deals**

Making your sponsorship programs easy & relevant for your sponsors to review is of paramount importance.

They should not spend hours and hours to figure out its details.

It should be easy and relevant yet impressive for them to read and digest what you communicate.

- **Make your presentation crisp and clear**



You will be dealing with multiple stakeholders/decisions makers from the same company. when you present your work and stand to them, ensure that your presentation is crisp and clear.

Write, edit and finalize.

- **Keep track of yours and your team's progress**

Keeping track and analyzing your progress and your team's progress will give you visibility into the interim activity success and stats. You will know where you stand.

Make changes to your approach and strategies if needed. But Your goal must remain the same - intact.

- **Be crystal clear in your communication**

No matter whom you communicate with - sponsors, teams, stakeholders, etc. You need to ensure that your communication is crystal clear with them and avoid any ambiguity.

Save your time and theirs.

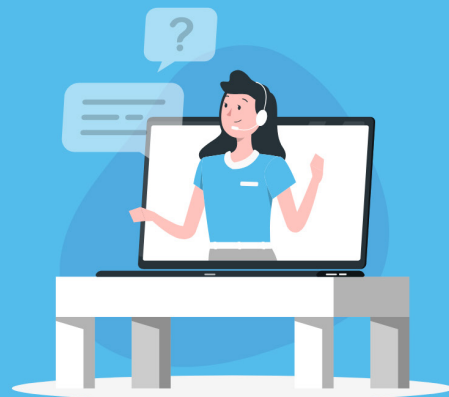
- **Align your sponsorships with your virtual event software**

This is a more practical subject for us to talk about.

For your virtual events, you must be/will be using a virtual event software/platform. You require to understand in detail as to what all functionalities and features you have from your event tech provide, what types sponsorship opportunities they offer, how and to what level, incorporate those opportunities to your sponsorship deals, proposals, and structure.

Most of them would be self-evident and shown on the platform. However, you may have some more hidden opportunities on the platform that you can leverage for your sponsors.

TALK TO OUR
EVENT TECH EXPERTS
TAKE YOUR EVENTS
ONLINE



- **Search for companies that sponsor other events.**

If you want a quick turn around with sponsorships, search for companies/brands that have already sponsored or are sponsoring events.

They already know how sponsorships work and you have a better chance of securing deals with them if it is relevant and valuable.



- **Embellish a WOW factor to your proposal by providing the full details**

Some event organizers tend to avoid providing the full details about their sponsorship packages and programs in the proposal.

Either of these 2 things happen: 1. It diminishes the interest level of sponsors due to half baked information. 2. They will get back to you with a lot of questions (if it is interesting to them)

- **Build long term partner relationships with your sponsors**

Building long term relationships with your sponsors is a phenomenal way to keep getting deals from them. It will also help you get referrals from them to increase your sponsorship sales.

- **Attract sponsors with data and stats**

People love data and stats to make informed decisions. This will compel them to move ahead in the process. Get industry data, platform data, trends, etc.

- **Commit your deliverables**

You must commit your deliverables to your sponsors. Get it documented and work to deliver on it. Mention all details in your deliverables you have promised.

- **Stay hungry for improvement**

Review, take feedback and always track progress - and improve. Never stop learning and putting it into action.

Conclusion

Selling your virtual event sponsorships is slightly tricky and more value and information focused.

There are also some undescribed rules in the world out there in terms of structuring your proposals for selling your event sponsorships. However, you should be well acquainted with it after studying this little guide.

Moreover, you should not stop at this guide only - but try to explore every new aspect of designing your sponsorships deals and how to get more sponsors for your virtual events that could help you be better at selling your sponsorship packages and gain great success.

All in all, the idea is you need to be able to sell it without being ghosted and selling your soul.

Murtuza Ali



Ali is a passionate and clear writer of anything Event Technologies. He takes immense interest in following and writing the latest and key trends in consultative sales, events and digital marketing.

Ali aims at sharing a wealth of knowledge with keen readers on the new event technologies and platforms. He provides actionable insights and tips that can make your work-life a lot easier & awesome.

He is a valuable contributor to Hubilo blogs and content strategies. Check out his blogs on blog.hubilo.com. Connect with Ali on LinkedIn @ [Murtuza Ali](#).



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