



Bizzabo

The Strategic Event Sponsorship Handbook for Event Managers

Unlock success with strategies for overcoming challenges, crafting sponsorship packages, and writing sponsorship letters that convert.

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Introduction

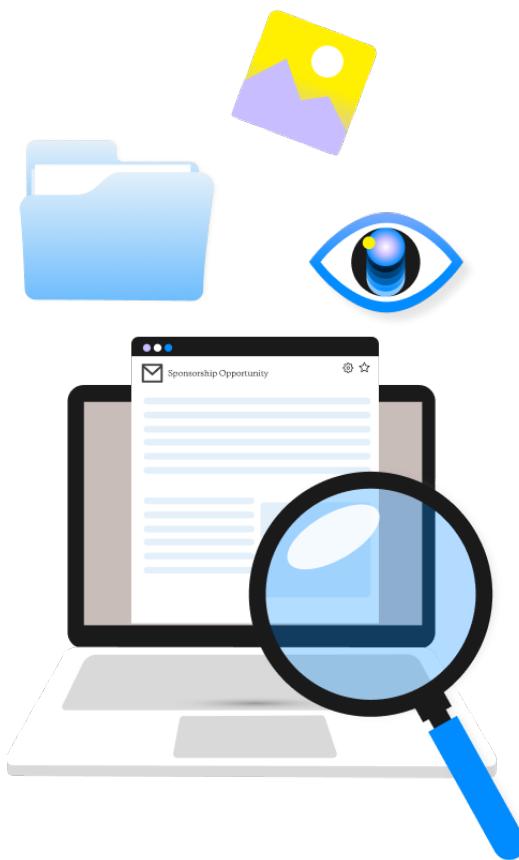
In today's cost-conscious business world, securing sponsorship dollars is a top priority for event managers looking to deliver unforgettable experiences. But as event teams are being asked to [do more with less](#), many would-be sponsors are also facing tighter budgets and are watching every dollar. This means both sides need to get creative—and strategic.

If you're looking to give your event strategy a boost in 2025 and beyond, focusing on event sponsorships can make a world of difference. Sponsors not only offset event costs, they also expand your marketing reach, bring credibility to your event, and help attract more attendees.

Curious about what you can do to get more sponsors to sign on to your next event? You're in the right place.

In this guide, we'll walk you through everything you need to know about event sponsorship – including the most common challenges, how to create enticing sponsorship packages, and considerations to keep in mind before sending sponsorship request letters. We've even got a handy worksheet and template to help you put it all into action. By the end of the guide, you'll pick up a host of tricks you can use to save time managing your next event – while impressing your boss at the same time. Hooray!

Ready to dive in? Let's go!



01

The challenges of securing event sponsorships & how to overcome them

These days, many organizations are doubling down on events to improve business results. In fact, 80.4% of event organizers agree that events are the most important channel for hitting business goals.

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Unfortunately, while sponsorship plays a huge role in enhancing the event experience, convincing sponsors to come on board isn't always easy. With that in mind, let's take a look at some of the common challenges event organizers face, according to our [State of In-Person B2B Conferences report](#) – and what event managers can do to overcome them.

“There’s not enough lead time to sell sponsorships, because most budgets have already been allocated.”

The challenge

Securing sponsorships is a huge challenge, often requiring more time and resources than event teams can spare. And even when you do get a sponsor interested, you might find out their budget is already allocated elsewhere.

How to overcome

Companies typically set aside sponsorship dollars early – usually at the start of their fiscal year – so it’s super important to get ahead of that planning process. If you can connect with them before they finalize their budgets, you’ll be better positioned to secure the sponsorships you need ahead of your event.

By engaging sponsors well in advance, offering multi-year engagements for long-term value, and being flexible to accommodate sponsors’ needs, you can increase the chances of forming a mutually beneficial partnership.

“Sponsor dollars are shrinking.”

The challenge

Even when budgets haven’t been set, many companies are playing it safe by cutting sponsorship funds due to economic uncertainty. This makes it trickier for event teams to lock in sponsors and secure necessary funding.

How to overcome

To get ahead of shrinking budgets, you can [enhance your value proposition](#), design cost-efficient sponsorship packages, and explore alternative revenue streams – like ticket sales, merchandise sales, or digital advertising opportunities. Every little extra bit of revenue you can generate can alleviate sponsorship budget pressures.

“Sponsors don’t want to commit to event spends ahead of events, and only confirm sponsorships last minute.”

The challenge

Just because companies have room in the budget for event sponsorship doesn’t mean they’re ready to commit. Some hold back, unsure about the future and hesitant to sign agreements too far in advance. This can leave event teams scrambling – chasing sponsors and trying to fill those spots as the event date gets closer.

How to overcome

[Get creative with options](#) that make signing on easier and more attractive for sponsors. For example, offering last-minute sponsorship packages designed for companies that prefer to commit closer to the event can make a big difference. Flexible commitment options are also great for easing worries about unexpected changes.

As you begin pitching sponsors, make sure they know you’re flexible and will adjust as needed to secure their involvement. While you’re at it, don’t forget to share real-time data and insights that show the benefits of an early commitment – like pre-event buzz and engagement trends. These moves can help sponsors see the real value in getting on board sooner, securing high ROI as a result.



“There has been a power shift from event managers to sponsors.”

The challenge

With tighter sponsorship budgets and companies waiting longer to make decisions, sponsors hold much more power. Event teams can't rely on negotiating from a position of strength anymore. Instead, they need to bring a persuasive plan to the table that clearly shows the ROI sponsors can expect. It may even mean offering a few concessions to seal the deal, showing sponsors why this partnership is a worthwhile investment.

How to overcome

As sponsors gain more leverage in today's event landscape, event teams must adapt their approach to secure valuable partnerships. Here are some ideas you can use to do that:

- **Send data-backed proposals.**
Getting sponsors to sign on to your events is much easier if they believe they'll generate clear ROI. That being the case, data should be used to show sponsors the returns they can expect. This can include attendee demographics, engagement stats, and past event results. Also, consider including success stories from sponsors in similar industries to add a bit of social proof. You never know when a real-world story might move the needle.
- **Offer personalized sponsorship packages.**
Since every company is unique, explore customizing sponsorship experiences to each organization's goals. When packages reflect a sponsor's specific objectives, they're more likely to commit.
- **Be flexible during negotiations.**
Have a plan before you sit down at the table to negotiate, and be open to reasonable [concessions](#) while ensuring the partnership remains beneficial for both sides.



“It’s a different world for sponsors, and organizers can’t necessarily depend on all the sponsors of years past. Every anchor sponsor who has been there from the beginning questions: What is the agenda? They wanna know: How much time do we have on the floor? Who’s there? What industries are they from? What level are they? Are they decision-makers? The demographics are really important. And then the other thing is data analytics. Organizations are clamoring for data around sponsorships.”

Meg Fasy, Founder, [eventsGIG](#) and [FazeFWD](#)

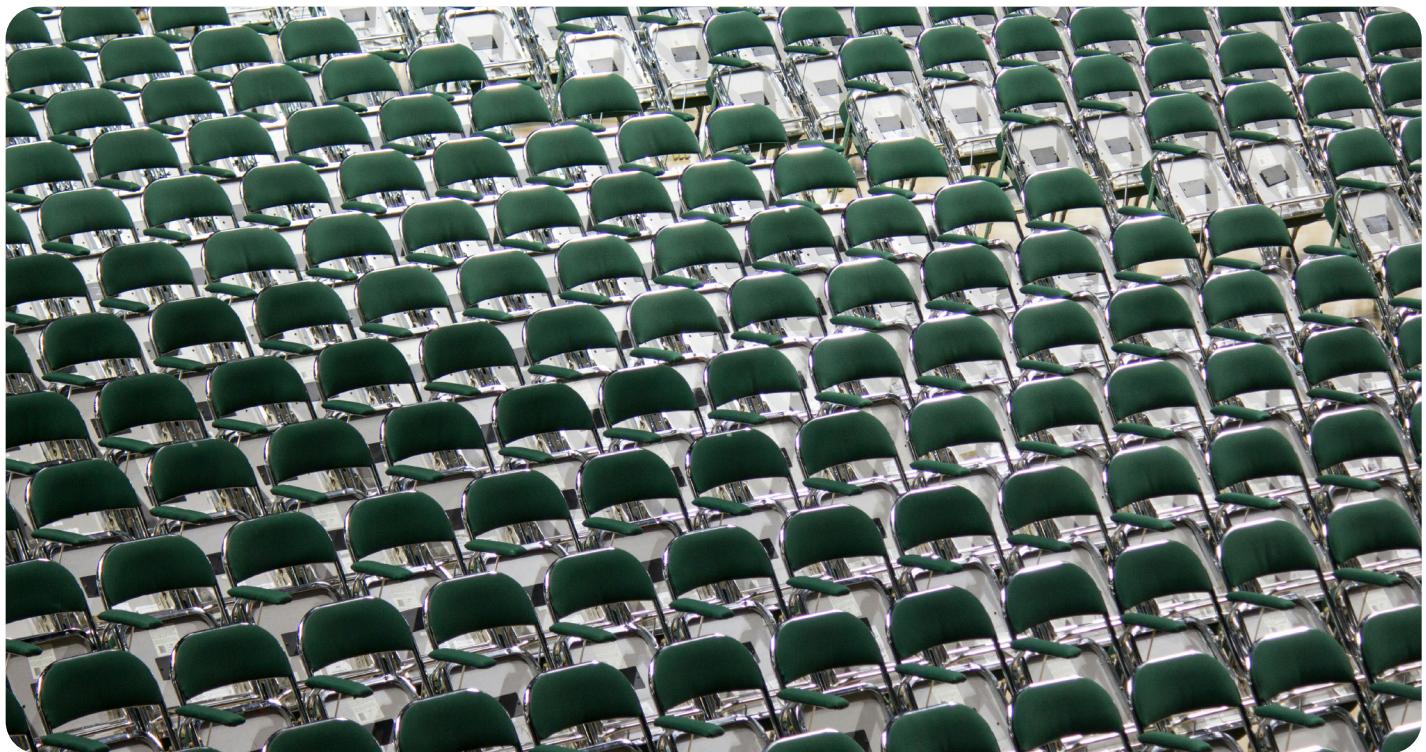
“Venue, material, and labor costs have all inflated dramatically.”

The challenge

Economic uncertainty has squeezed event sponsors' budgets and made events more expensive to produce. With rising expenses for venues, logistics, and everything in between, event teams face a tricky choice: Do they keep sponsorship package prices the same or increase them to keep pace with inflation? Raising prices might cover the extra costs, but there's also the risk of scaring off potential sponsors who are already on the fence.

How to overcome

When facing rising costs, a bit of smart planning can go a long way. Start by having honest conversations with sponsors about how increased expenses are affecting budgets, making sure to highlight the value they're still getting. To help balance costs, look into alternative income sources – like partnering with vendors or adding digital ad spots and branded merch. You can also emphasize value-packed sponsorship packages that showcase tangible benefits like brand visibility and lead generation, making the would-be sponsor feel their investment is worthwhile despite the higher price.





“Sponsorships from large companies feel unrealistic and unreachable, but small businesses struggle with finding the budget.

The challenge

Big sponsors want maximum exposure and those premier speaking slots, while smaller sponsors care most about finding a budget-friendly way to get noticed. It's the event organizer's role to find the sweet spot where everyone feels valued. It's all about balancing different needs so sponsors of all sizes leave knowing they made the impact they were hoping for.

How to overcome

Finding the right balance between large and small sponsors doesn't have to be complicated. For starters, offer different sponsorship tiers to suit all budgets and needs so sponsors see value regardless of their investment level. Additionally, let sponsors pick exposure options that align with their goals – whether that's social media shoutouts or onsite banners. You should also [encourage networking](#) and partnerships between big and small sponsors to create a sense of community.

02

How to design compelling sponsorship packages

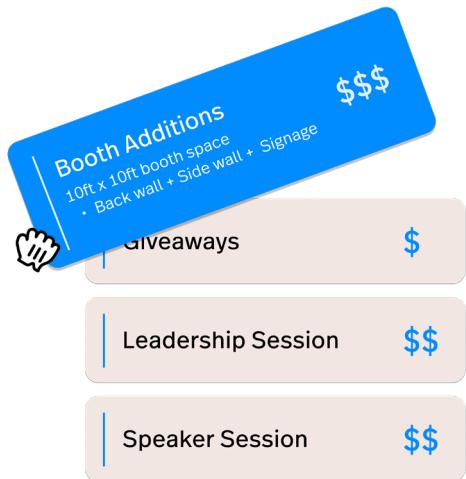
Designing effective [event sponsorship packages](#) is an art and a science. First, you need to understand your event's unique value and how it aligns with your sponsors' objectives (e.g., brand visibility or access to a specific audience). In today's cost-conscious environment, highlighting ROI is key; showing sponsors what they can expect from getting involved will make your packages more appealing. For the best results, you also need to offer innovative activation ideas and custom packages so that each company can find something that fits their needs and budget.

→ “Put the power into the hands of your sponsors. Rather than a standard booth-only sponsorship, make sure they have activations that allow them to bring connection opportunities to your attendees.

Cater to sponsors with à la carte packages

Offering à la carte options can make it easier to onboard sponsors. Letting potential sponsors pick any combination of booth space, speaking opportunities, branded giveaways, exclusive workshops, or targeted marketing campaigns ensures they can pick exactly what they want. You can also offer such packages alongside regular tiered packages because sponsors always look for those.

Tiered event sponsorship package ideas

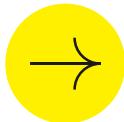


Since companies have different budgets, consider offering a range of packages at different price points. For example, a Gold sponsorship package (5 available) could start at \$10,000 and include prime logo placement, speaking slots, and VIP passes. A Silver package (10 available) could start at \$5,000 and offer prominent logo placement, shared exhibition space, and recognition in emails. As a more affordable option, a Bronze package (20 available) could provide logo visibility, shared space, and pre-event promotions.

By offering different packages, you can ensure sponsors of all sizes find something that fits.

Outside-the-box sponsorship package ideas

Looking to get creative with sponsorship packages? Think outside the box. For example, if you're hosting an environmental tech [conference](#), why not offer sponsorship opportunities for an eco-friendly restroom? You could also offer unique opportunities like sponsored charging stations, coffee kiosks, or even the WiFi network. Some additional fun ideas could be a "Thought Leadership Sponsor" for exclusive roundtable discussions at a healthcare summit or an "Innovator Sponsor" at a tech conference that includes access to a VIP networking lounge.



“They want to show thought leadership, so give them those opportunities. Figure out how to do that beyond a booth. Putting them in a booth isn’t the way to do that. When I was at SAP some of my best and most effective sponsorships had nothing to do with a booth.”

Nicola Kastner, Founder, The Event Strategist

Incorporate wearable tech sponsorship opportunities



Another way to attract sponsors is to offer innovative, memorable sponsorship opportunities using wearable tech, which gives sponsors direct engagement with attendees. By offering branded wearable devices, sponsors gain a unique chance to collect data-driven insights and enjoy continuous exposure throughout the event.

For example, [Bizzabo's Klik SmartBadge™](#) allows event teams to generate more revenue from sponsors by offering them the opportunity to take advantage of sponsored badges, lead retrieval licenses, touchpoints, branded light cues, and even a branded [gamification](#) leaderboard. By investing in wearable tech sponsorship opportunities, brands can create immersive, personalized experiences that increase engagement while collecting real-time data on attendee interactions and strengthening brand visibility in a memorable, hands-on way. What's not to like?

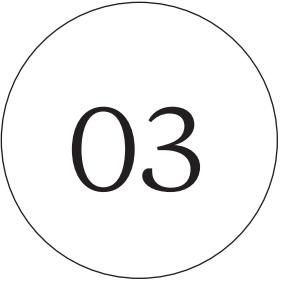
With a mix of different sponsorship packages, you can achieve your own goals while helping sponsors achieve theirs. By creating packages that speak to a sponsor's needs, you're not just securing a one-time deal – you're building long-term relationships.



“Our first event utilizing Klik technology for lead retrieval garnered over \$20,000 in revenue that would have previously gone to an outside vendor. Launching Klik lead retrieval for our flagship conference and tradeshow event, we’ve generated over \$149,000 in additional revenue”

Kelsey Wind, Deputy Director of Events, Customer Management Practice





03

Important considerations before sending a sponsor request letter

After creating several enticing sponsorship packages, you're almost ready to start firing off sponsor request letters to target organizations. But first, you've got to do a little research.

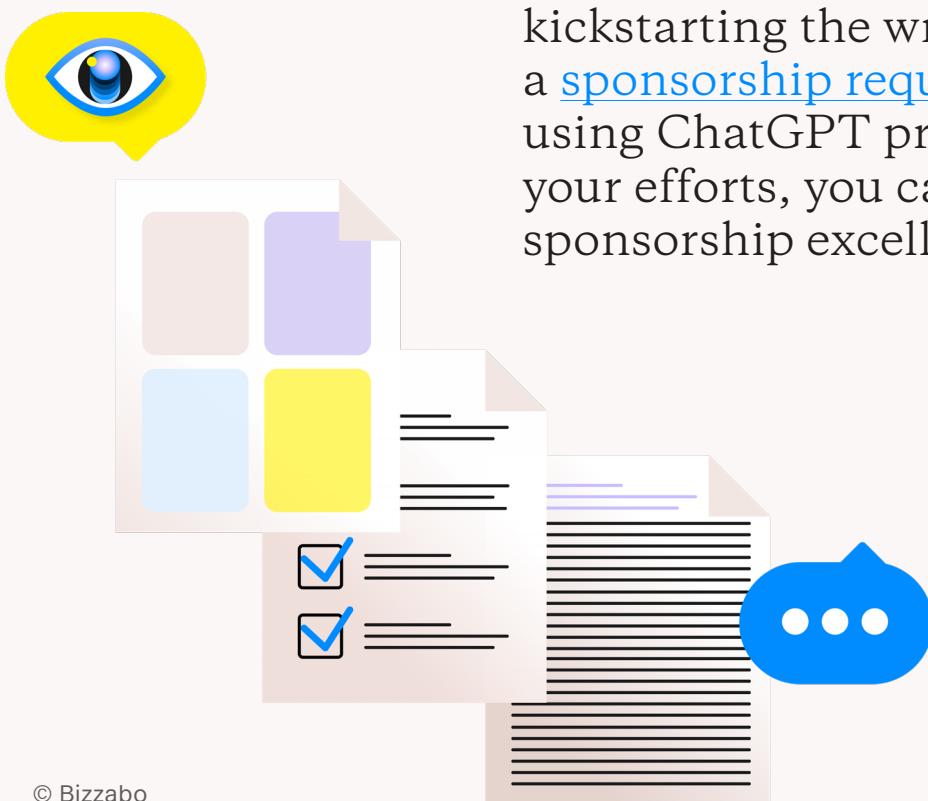
Before reaching out to potential sponsors, make sure they're the right fit for your event; if you're putting on a wellness conference, Philip Morris probably isn't a good choice, but CVS could be. Start by thoroughly researching the target company's mission and values to ensure they align with your event's theme. If a company is undergoing major layoffs or has recently made news for the wrong reasons, it might not be the best time to approach them.

You should also consider each company's market position and past sponsorship history. Companies with shifting priorities or those that have already committed their budgets for the year may not be interested in signing on. Before firing off a [sponsorship request letter](#), it's also important to review past interactions with potential sponsors to avoid any previous conflicts that might hurt your chances.

Resources for event sponsorship success:

Worksheet, template, ChatGPT prompts

As you continue trying to engage sponsors, having the right tools at your disposal can make all the difference. By conducting a SWOT analysis, kickstarting the writing process with a [sponsorship request template](#), and using ChatGPT prompts to supercharge your efforts, you can achieve event sponsorship excellence.



The sponsorship SWOT analysis worksheet

As you develop your sponsorship plan, it's important to review your strategy regularly to see what's working and where there's room for improvement. An easy way to do this is to conduct a SWOT analysis at the beginning of the process to identify strengths, weaknesses, opportunities, and threats.

Strengths

Positive attributes that are within your control and can be leveraged.

- What's currently working in our sponsorship program?
- What makes our sponsorship program unique?
- What makes our event offering unique?
- What's our greatest sponsorship achievement to date?

Weaknesses

Internal factors that may hinder your objectives.

- What isn't currently working with our sponsorship program?
- What makes our sponsorship program less attractive?
- What feedback have we gotten from sponsors that are areas for improvement?
- What internal obstacles are hindering our program or slowing progress?

Opportunities

External factors or trends that you can capitalize on.

- What sponsor feedback can we take action on?
- In what ways can our organization shift our sponsorship strategy during a challenging time?
- Is there an industry need that we can take action on?

Threats

External challenges that could pose a risk.

- What negative patterns are we seeing in sponsorship programs as a whole?
- What are our competitors doing well that we are currently not addressing?
- What changes in our industry should we be concerned about?

Sponsorship request letter template

Although you need to personalize every sponsorship request letter, you don't need to start from scratch every time. Kick things off using this template, which you can adjust for each company (or ask ChatGPT to adjust for you!):

Subject: Partnership Opportunity: Sponsorship for **[Event name]**

Dear **[Recipient's name]**,

I hope this email finds you well. My name is **[Your name]**, and I'm contacting you on behalf of **[Organization]**. We're excited to present our upcoming **[Event name, date, and venue]**.

At **[Your organization]**, we are dedicated to **[Describe your organization's mission or purpose]**. **[Event name]** aims to **[Describe the purpose and goals of the event]**.

We believe **[Company name]** would be an ideal partner for this event. Your support would provide exceptional brand visibility, networking opportunities, and the chance to showcase your commitment to corporate social responsibility.

We have created several sponsorship packages to suit various budgets and objectives. Here are some of the benefits of becoming one of our valued sponsors:

- Logo placement on event promotional materials, signage, and mobile event app
- Recognition in press releases and media coverage
- Exclusive access to our event attendees and networking opportunities
- Verbal acknowledgment during the event's opening and closing remarks
- Opportunity to distribute marketing materials or promotional items to event participants
- **[List additional items related to your specific packages]**

I have attached our comprehensive sponsorship package that provides detailed information about each sponsorship level and the associated benefits. I'd love to discuss these sponsorship opportunities further and explore how our partnership can yield mutual benefits.

Thank you for considering this opportunity to support **[Event name]**. I look forward to hearing from you and collaborating with **[Company name]** to make this event unforgettable.

Sincerely

[Your Name]
[Your Title/Position]
[Your Organization]

13 ChatGPT prompts to help you

master event sponsorship

Whether you use ChatGPT or the many alternatives to ChatGPT, here are some prompts to get you started:

1. Suggest 15 companies that would be interested in sponsoring an event focused on database technology.
2. What early commitment incentives can I offer to encourage sponsors to commit ahead of time?
3. We're hosting a conference for women in food technology. Can you write an email letter to Jubilee Roasting Company in Denver, Colorado, asking them to sponsor our event? We think our "Master Roaster" sponsorship package would be the best for them.
4. What are some creative ways to ensure that both large and small sponsors feel valued and satisfied?
5. Our company is holding a conference for EdTech startups in St. Louis on March 5. We want to send out sponsorship requests to some nonprofits in the education space. Can you write an email asking them to sponsor our event?
6. I'm trying to find sponsors for our next user conference in 10 months, but sponsors don't want to commit. What tactics can I use to address sponsors' reluctance to commit well in advance of an event?
7. We're planning our flagship user conference in the FinTech space. Could you offer tips for creating customized sponsorship packages that cater to sponsors' unique needs?
8. Our startup is hosting a tech expo in San Francisco next month. Can you help me draft a sponsorship proposal targeting local tech giants?
9. Act like the University of Nebraska-Lincoln chancellor and write a short, fun email to local businesses asking them to sponsor our summer series of micro-events for incoming students. Talk about how it will expose new students to their brand and boost awareness.
10. I'm planning a hybrid summit on sustainable living. What creative sponsorship package ideas can I offer to eco-friendly brands?
11. How can I effectively measure and prove ROI to sponsors after an event?
12. We're planning a real estate expo. Can you suggest ways to demonstrate ROI to potential sponsors from the real estate industry?
13. Our nonprofit is hosting a gala fundraiser. What unique sponsorship package ideas can we offer to local businesses?

05

Go on & get your next sponsor!

Now that you have a better idea of what sponsors are looking for and how you can deliver on those fronts, it's time to start firing off sponsorship request letters.

As you get more and more sponsors to say yes, you need to do everything in your power to ensure they have exceptional experiences and achieve the ROI they're looking for. That way, it'll be easier to convince them to come back next year.

With Bizzabo as your event management system, it's super simple to [manage event sponsors at scale and maximize sponsorship opportunities](#) – ensuring sponsors have a great time at your event and earn a big return on their investment.

[Request a demo today](#) to learn more about how Bizzabo can help you ensure this year's sponsors keep coming back for more.



Schedule a Demo

Bizzabo

