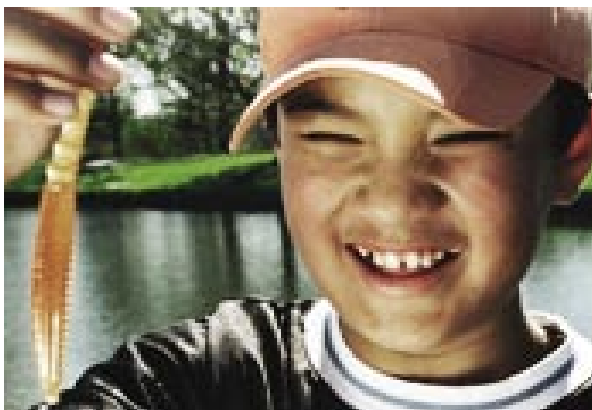


Developing Partners & Sponsors

Tutorial **08** /24
EVENT PLANNING SERIES

If you don't have the financial or manpower resources to host an event on your own, you may want to consider looking for partners and/or sponsors. Not surprisingly, many local businesses will be keen to help support your event with products, services, and often cash to help defray expenses.

A partner organization should share your vision of increasing interest in fishing and conservation. Potential partners could be fishing clubs, civic organizations, police, fire and medical associations as well as government organizations. Another option is to contact a local fishing show. Many of the outdoor TV shows have featured local fishing events which have an impact on the environment or contain a charitable component.



Sponsorship is a way for local stakeholders to reach their target audience while supporting a worthwhile community event. Sponsors can include local organizations that have a direct relationship to fishing, such as tackle and sporting goods retailers and manufacturers. Other potential sponsors are restaurants, local print and broadcast media, banks, pharmacies, etc.

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Catch Fishing®

READ BEFORE THE EVENT

Canadian National Sportfishing Foundation
2035 Fisher Drive Peterborough ON K9J 6X6
Phone: 705-745-8433 Toll Free: 877-822-8881
Fax: 705-742-4038 www.catchfishing.com

In approaching either a potential partner or sponsor, keep in mind that they will want to know how the alliance will benefit them. They will also need to know what your organization is all about and what you hope to achieve by hosting the event. Some possible benefits to partners or sponsors are to increase exposure for their business, garner positive media exposure or to show they care about the community and the environment. Support can be either financial or in-kind (they supply product or manpower to help make the event a success). Prepare a fact sheet detailing your current requirements, along with an overview about your organization, your goals and your membership.

In order to have a greater chance of success, it is essential to contact potential partners and sponsors as early as possible. They receive a large number of requests each year, but will be able to support only a few. Make a case for your event and show that it would be a good investment for them. Networking is always a good way to identify possible partners and sponsors. If any of your members or associates have connections that can be utilized, don't be afraid to pursue them. These organizations likely have money set aside in their budget for community involvement and may be more willing to dispense some of it to an organization to which they feel a connection.

Once you find a partner/sponsor and you agree on areas of mutual benefit, formalize the agreement. As part of their commitment, partners may be willing to provide volunteers to help run the event. Invite them to be a part of your steering committee.

Acknowledge your partners and sponsors on all materials, on signage, in advertisements and newspaper articles, in event coverage and with a thank you following the event. Meet with them after the event to get their feedback and to ask them to participate again next year.

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