

Rethinking Sponsorships to Drive Value and Engagement

1 The Mindset Shift

By examining our old models, we see that we have not been aligning sponsor values with attendee needs.

Old Model:

- **Reactive** – “We’ve always sponsored the lanyard.”
- **Logo-driven** – “Everyone is wearing your logo as the lanyard sponsor”
- **Last-minute scramble** – Last minute custom branding is more challenging today than ever.

New Model:

- **Intentional** – “Your use case example/case study will help the audience see how your product solves their problems”
- **Solves sponsor problems** – They have case studies readily available. They want their executives to be seen and heard. They want to showcase their thought leadership.
- **Enhances attendee experience** – The audience has a real-life example of deployment of a product or service they can use too.

Session Activity #1: Spot the Missed Opportunity

Prompt: Think about your last event. Write down one element that could have been a sponsorship opportunity but wasn't. Don't flesh it out just yet.

Notes:

2 What Sponsors Really Want

Common Goals:

- Awareness
- Thought leadership
- Lead generation
- Engagement

Questions to Ask Sponsors:

- What outcome matters most to you?
- How do you define success?
- What audience do you want to reach?

Untapped Asset Examples

- Networking lounges
- Content track moderation
- Attendee data
- Interactive experiences
- Mentoring programs
- CEU workshops

Your Event Assets:

•	_____	•	_____
•	_____	•	_____
•	_____	•	_____
•	_____	•	_____
•	_____	•	_____

3 What Attendees Really Want

Next, make a list of what attendees want. You can use the asset list above too!

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Session Activity #2: Build a Value-Driven Idea

Using the missed opportunity and assets you identified, design a sponsorship concept that delivers value for both the sponsor and the attendee experience.

Your Idea:

4 Making It Work

Tips:

- Bring sales & programming teams together early
- Avoid bolt-on, last minute sponsorships
- Keep packages simple
- Structure costs to drive buyers to the packages you want.

Your Next Steps

1. Review your event assets and attendee touchpoints.
2. Create a list of sponsor goals and match them to assets.
3. Design modular packages that can flex for different sponsors.