

# In-Kind Sponsorship Beg, Borrow and Steal

Just Ask and Ye Shall Receive

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## What is In-Kind Sponsorship?

In-Kind sponsorship is an agreement between two parties where one party provides goods and/or services to another party in exchange for marketing and promotional opportunities.

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## What's the Difference?

### In-Kind Sponsorship:

- Typically does not include any cash
- Provides goods and or services
- Reduces or eliminates some expenses
- Treated the same as cash sponsors

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**Is it Worth it?**

**The Value of In-Kind Sponsorship:**

- It's not just nickels and dimes
- Value can exceed cash sponsorships
- Extends event budgets
- Reduces expenses
- Can enhance the overall event
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**In-Kind Sponsorship Examples**

**Goods:**

- Food, Beverages, Catering
- Lumber, Cabinets, Paint
- Staging, Equipment, Appliances
- Decorations, Centerpieces
- Give-a-ways, Prizes, T-shirts
- Tents, Tables, Chairs
- Golf Carts, Trucks, Trailers
- Signage, Advertising, Printing
- Etc.

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**In-Kind Sponsorship Examples**

**Services:**

- Graphic Design, Website
- Photography, Multimedia Production
- Media Promotion, Contests
- Limousine, Transportation
- Overnight Accommodations
- Accounting, Security, Consulting
- Staffing, Clean-up Crew
- Activities, Car Show,
- Etc.

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**Real World Examples**

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**\$5,000 Bottled Water:**

- 600 cases delivered
- 80 – 5 gallon jugs delivered
- 10 dispensers
- 4,000 cups

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**Real World Examples**

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Cost:

**\$00.00**

Potential Profit:

**\$14,400**

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**Real World Examples**

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**\$40,000 Media Exposure:**

- 3 months of on-air mentions
- Contest promotion
- Contest prizes
- Event announcements
- Post event online exposure

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**Real World Examples**

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Cost:

**\$00.00**

Reduction in expenses:

**\$1,500**

Value:

**\$40,000**

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**Real World Examples**

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**\$80,000** Event Décor & More:

- 1 semi-trailer of live tropical plants
- 2 semi trailers of bamboo decorations
- 3 dozen leather animals
- Floral arrangements
- Door prizes
- Give-a-ways
- Labor for set-up and tear-down
- Appreciation dinner for volunteer crew

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**Real World Examples**

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Cost:

**\$00.00**

Reduction in expenses:

**\$7,500**

Value:

**\$Priceless**

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**The BIG Ask**

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**The Do's:**

- Present in a business like manner
- Be highly knowledgeable of your event
- Don't underestimate the possibilities
- Be prepared and be familiar the sponsor's products, services and history
- Knowledge of the sponsor is power and it will offer endless possibilities

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**The BIG Ask**

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**The Do's:**

- Don't wait, sell 365, the earlier the better!
- Ensure a mutually beneficial relationship
- Have the ability to prove ROI
- Showcase features of your event that add value to their customers and staff
- Put the emphasis on building long-term partnerships and multi-year agreements
- Always under promise and over deliver

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**The BIG Ask**

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**What Sponsors Like:**

- Opportunity for "money-can't-buy" opportunities and "exclusivities"  
 VIP Experiences, Meet & Greets  
 Official provider of...?
- Ability to reach and build relationships with their targeted audience  
 Promotional Booth, Product Sampling,  
 New Customer Opportunities
- Exposure and Recognition  
 Marketing Collateral, Posters  
 Media Mentions, etc.

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## The BIG Ask

### Creating the Proposal:

- Identify your Sponsor-able Inventory  
Don't give away something you can sell
- Identify Assets and Benefits
- Combine to create an opportunity  
Sell benefits, not features  
Address the sponsor needs, not yours  
Tailored to the sponsor marketing objectives  
Remember to allow for unique opportunities

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## The BIG Ask

### Proposal Components:

- Event Information  
Event Name, Date, Location, Hours,  
Attendance, Admission, Description,  
Demographics, NFP status etc.
- List of Assets & Benefits  
Recognition, Advertising/Media, Hospitality
- Value of Sponsorship  
In-Kind not same as cash (Not \$ for \$)
- Value of Goods and/or Services
- Sponsorship Agreement & Sponsor Copy
- Contact Info

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## The BIG Ask

### Six Degrees of Separation:

- Enlist everyone you know  
Co-workers, volunteers, board members,  
friends, family, etc

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**The BIG Ask**

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**Undesirable In-Kind donations:**

- Don't be too quick, mull it over
- But it is OKAY to say NO
- Try to find others who might utilize it
- It should be your last resort to turn down a donation to avoid ill will

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**Beg, Borrow & Steal**

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**THANK YOU**

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