

# SPONSORSHIPS

## Corporate Sponsors

- Work with National (Jena Seibal) to disseminate information to our Corporate Sponsors to offer the opportunity to participate as an event sponsor at the local level
- Recognize at ALL events

## In-Kind Sponsors

- Donate goods or services rather than cash as their sponsorship offering
- The primary benefit of in-kind sponsorship for the sponsor is the ease and convenience
- Types of in-kind sponsorship...catering, venue location, printing, floral

## Event Sponsors

- Develop levels of sponsorship for the event
- Create action plan to obtain sponsors. Some feel it is easier for a designer to ask for sponsorship dollars from manufacturers they have a relationship
- Establish marketing benefits (ie..chapter facebook page, Instagram, NEWH chapter page)
- Establish event benefits (ie..signage, additional time for networking, printed programs, continuous loop feed...)
- Send sponsorship opportunities along with "Save the Dates" and "Invites" for the event to INC. to put online.