



Sponsorship Revenue for Villages

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Introductions

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Learning objectives:

- How sponsorships can provide revenue and programming
- How to develop a value proposition for your village to attract sponsors
- How to overcome barriers within your village
- Next steps



Type in the Zoom chat

**What is your village's
biggest challenge
when it comes to
increasing revenue from
sponsors?**



Why is getting sponsors so hard?

- More organizations are asking the same businesses for support
- Companies are scrutinizing funding requests
- Typical benefits (like “thanks for your support”) are of little value to many companies



The potential risks of sponsorships

- Board members don't like "fundraising"
- Fear that sponsors will make sales pitches
- Village will lose its identity
- Lack of understanding about how to approach potential sponsors



A new model for sponsorship success

Don't focus exclusively on "our village needs money"

Think "partnership", not "sponsorship"

Think "relationships"

Companies want to be part of the activity
... *not* just sponsor the activity



A Plan to Increase Sponsorship Revenue for Your Village

A 3-step process

Sponsorship revenue plan

Step 1: Identify your village's needs

- Increase revenue (of course)
- Interesting programming; develop a list of topics
- Needed programming; develop a list
- Also, know the demographics of your village participants/members ... and your villages "reach"



Sponsorship revenue plan

Step 2: Identify businesses/companies that can fulfill your village's needs

- Focus on companies' expertise ... *not* products/services
- Consider whether companies want to reach your village's audience
- Research companies and decision-maker at company



Sponsorship revenue plan

Step 3: Contact companies

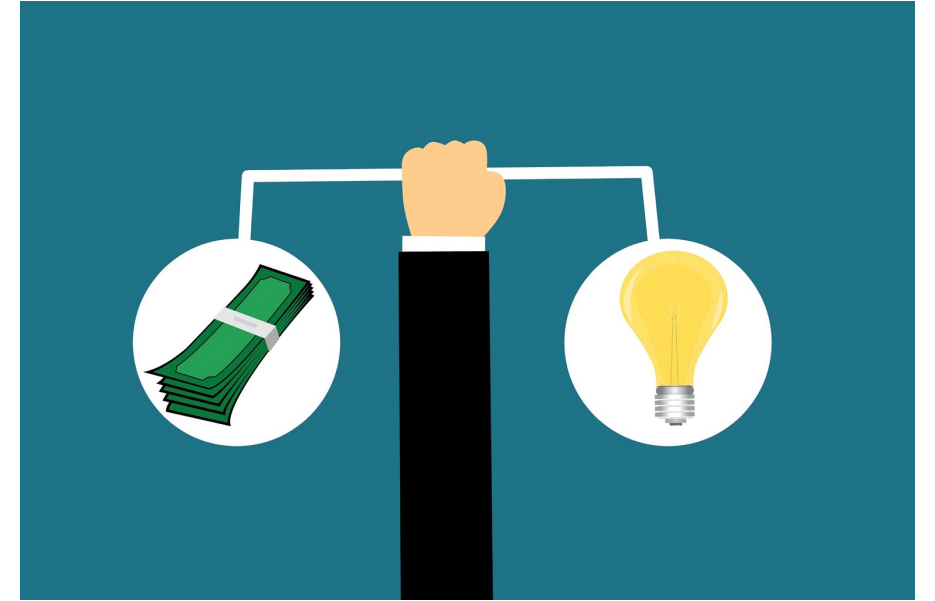
- *Not* “our village needs \$XXX for our upcoming event”
- Seek a conversation with the business’ decision-maker
- Talk with each company about partnering to showcase the company’s expertise, *not* products/services
- Discuss and negotiate to build a relationship



Focus on ongoing value

One-time events have limited value for sponsors

- Multi-activity role for sponsors throughout the year
- Re-purpose content from sponsors: event, webinar, presentation, article, Facebook post, etc.
- Establish ongoing relationships



Creating a successful sponsorship program for your village

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**Does your village
have a
sponsorship
success or idea to
share?**



Examples of successful village/business partnerships – expertise, *not* sales

- **Travel agency:** creative packing; solo traveling
- **Grocery store/restaurant:** nutrition for seniors; organic foods
- **Wine store:** selecting wines for the holidays, for picnics
- **Auto dealer:** understanding cars' technology
- **Home improvement:** falls prevention
- **Beauty product companies:** skin care, makeovers
- **Moving companies:** packing and downsizing
- **Clothing store:** latest fashions
- **Air conditioning/heating contractors:** home energy efficiency

At your villages' next Board meeting, discuss....

- Board commitment to a (pilot) sponsorship program
- Identify top needs:
 - Village's needs
 - Members' and participants' needs
- How local businesses can provide needed revenue *and* programming
- Identify businesses that can fulfill village's and members' needs; conduct research
- Contact businesses to schedule a conversation
- *It's about **relationships**, not **selling**!*



Questions and answers



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