

Corporate Sponsorships: Creating mutually beneficial partnerships

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What is a corporate sponsorship?

Sponsorship vs. Advertising

Sponsorship – Goal is to support the charitable organization. Use of logos and slogans on nonprofit event materials and acknowledgments is permitted.

Advertising – Goal is market exposure and there is “qualitative or comparative descriptions of the sponsors products or services”

Source: Fundraising Basics, Ciconte & Jacob

**Driving Range
Sponsor**

Wegmans

A photograph of a golf course. In the foreground, a white golf ball is in a hole on a green. In the background, a golfer is visible on a tee box, and there are trees under a clear sky.

What the IRS says about corporate sponsorships

IRS says to be a sponsorship the donation from a business should be “substantially related to the charitable, educational, or other purpose that is the basis of the organization's exemption.”

A tax exempt organization may be subject to Unrelated Business Income Tax (UBIT) if the business receives advertising benefits.

Source: [irs.gov](https://www.irs.gov)

Role of Finance

General finance/audit compliance

Legal tax-deductible language for
acknowledgment letter

Help with invoicing

Types of Sponsorships

- Title/Presenting Sponsors
- Naming Rights
- Special Event
- Product
- Annual
- Trade
- Cause-Related
- Affinity Programs
- In-Kind



Creating mutually beneficial *partnerships*



Quick Case Studies

Sponsorship Benefits

Offering more than just a listing in the program.....



Sponsorship Benefits

Tickets/Attendance
Save the Dates
Invitations (Including Pre-Events)
Acknowledgment Letters
Sponsored Media Ads
Twitter/Tweets – Facebook – Instagram
Endorsements (Celebrity Ambassadors/High-level Execs)
Websites
Printed Signage - Digital Signage
Souvenir Program
Exhibition opportunities
Special Meet & Greet

Think outside the box!

Provide Value!!



Case Studies

How to identify potential sponsors

How to solicit sponsors

How to retain sponsors

Case Study #1



Case Study #2



 M&T Bank



Bright Stars



Serving
DC | MD | VA

Case Study #3

Providing Benefits to a Media Sponsor



Case Study #4




citi
Salutes

**BUILD
SOMETHING
BETTER**



Reporting

List media stories, radio plays, ads, mailings, other exposure.

Provide readership or listenership stats, audience reach, and any monetary values that you can!

Start Early/Get Feedback

Sponsors
will get the most of their sponsorship
if they are on board early!

Meet with sponsors after your event,
conference or meeting and get their
feedback!

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Questions

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