



# Sponsorship ASSETS Checklist

## Top 5 - REACH

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### REACH

We employ a strategy called REACH to help organizations effectively leverage and value their assets to maximize every opportunity to increase the unrestricted cash and in-kind revenue from your sponsorship strategies, without comprising organization values.

- Research** - Which businesses align?
- Explore** - Who may be interested and why?
- Assess** - What are you offering and how do you stand out?
- Compel** - What are you pitching?
- Honour** - How will you deliver, communicate, measure, and report?

### We Are Here To Help

We have developed a number of resources to help to demonstrate your value and showcase your organization through these proven techniques. Whether you are just getting started or you're ready to scale up your sponsorships, we can help.

### In This Resource

This resource provides information and strategies to support the Assess, Compel, and Honour portion of our REACH strategy.

- Tips to help you demonstrate value for sponsors
- Understand what is "sponsor-able"
- Checklist to help you group assets that can provide benefit for sponsors

Check out our other sponsorship resources so you can REACH with confidence, or contact us directly if you would like us to set up a tailored sponsorship strategy.



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### How Assets Help

A defined asset management strategy will help you to identify, value, and track all of the assets within your non-profit or charity so you stand out and attract sponsors.

- Demonstrate a clear return on investment for sponsors across all levels.
- Create a standardized minimum value per dollar spent for sponsors.
- Create tailored benefits through sponsorship levels so you can address the community investment goals of your sponsors.
- Develop clear language to engage (proposals) and report back (fulfilment) to sponsors with regard to benefits (assets) offered.

### Demonstrate Value Through Assets

Sponsorship is a business decision. Assets support the creation of meaningful engagement opportunities with your audience, which gives a sponsor value. While all assets should provide a level of value, not all assets are equal. Therefore, the more a sponsor invests, the more opportunity that sponsor should have to access more of your best assets.

- Tier assets based on uniqueness, level of access to demographic, and exposure. Premium assets should have all three, Standard assets should have two or partial, and Primary assets typically have one or limited.
- Create levels of investment to support your strategy. Remember, the higher the investment, the higher your commitment will need to be. So, create levels that can support more sponsors at a lower investment and commitment. This will allow you to articulate the limited number of valuable sponsorships at the highest levels, with the increased investment and commitment.
- Use specific language describe each asset, commitments, responsibilities, and number of occurrences.

### What is "Sponsor-able"?

Look across your programming, events, people, marketing, communications, and physical/virtual spaces / programs to articulate the assets you will use to attract sponsors. Remember, for sponsors it is also about value and alignment.





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### Manage Your Assets

Assets can be managed for one event or can be bundled across all of your events and activities. The following checklist can help you coordinate and track your assets.

- Asset Groups** – Asset categories help to articulate how specific events, programming, etc., will provide access to activities, signage, marketing, media equivalencies and special items.
- Asset Descriptions** – Specific language used describe the assets, commitments, responsibilities, and occurrences for the sponsor and you.
- Tier Level** – Some assets are more attractive than others. As such, it is important to ensure you manage your best assets, so you can attract sponsors at higher levels.
- Assets Available** – Several assets can occur more than once and can be available to multiple sponsors, or multiple times to one sponsors. This will allow you to track these assets across your sponsorship levels.
- Sponsorship Levels and Occurrences** – Tracking the opportunities and all of the assets available within them will ensure your asset distribution is appropriate. Additionally, this will help avoid double booking assets that have already been assigned to another sponsor.
- Market Value** – Value individual assets based upon the market evaluation to show you know what you are worth.
- Costs of Goods Sold** – Some assets, like producing event banners, cost you money to produce. Calculating this into your revenue strategy, will help you avoid surprises.

Asset management can support the creation of stronger sponsorship proposals to get you in front of the sponsors you want to engage. Manage your sponsorship program with confidence.

### Other Resources to Support Your Sponsorship Strategy

- Sponsorship Proposals Checklist
- Sponsorship Pitch Checklist

Have questions? We would be pleased to speak with you further on how we can help position your sponsorship strategies for sustained and scalable success.

