



FUNDRAISING WITH SPONSORSHIPS

Sponsorships are support provided to a club, event or activity in exchange for recognition, promotional items or another benefit. A sponsorship may include goods or services, but those benefits are not the central purpose. The central purpose is the charitable exchange between the sponsor and the club.

Will sponsors be receiving any goods or services with their sponsorship?

Goods and services can include food, drink, T-shirts, tickets to attend an event, etc. If sponsors are receiving anything, you will need to provide quotes/invoices showing the cost of all items sponsors are receiving.

Providing backup quotes/invoices for goods and services quotes/invoices for goods and services

For meals/food/drink, please provide any of the following:

- Catering/restaurant quote
- Store quote (i.e. Amazon, Target, Walmart, etc.) – go to the store website and add all the items (snacks, drinks, etc.) you are planning to purchase to the cart and send a screenshot/PDF of the entire order.
- Total amount/number of people = per person cost of food and drink

For T-shirts, please provide:

- Quote from your t-shirt vendor

For tickets, please provide:

- Cost per ticket that is being charged to attendees for the event

Helpful tips on creating sponsorship packages

DO

Give your sponsors recognition. Here are some good examples and we suggest using the same language when creating your sponsorship packages:

- Your company name or logo featured on stage signage and event website
- Your name or company logo prominently featured on the event program and signage
- Your company name or logo featured on social media channels

- Opportunity to provide welcome remarks at the event
- Premium placement of logo on the event website, pre-event email, CPP social media, post-event email and all pre-event materials

For the following examples, you will need to provide backup quotes/invoices with estimates for food, beverages, t-shirts, etc. because sponsors are receiving something from you. We will need to calculate the goods and the services (G/S) the sponsors are receiving.

- Reserved tickets for 14 guests at Fiesta, including entertainment, food and beverages
- VIP Admission for 5 into the event including t-shirt, food and drinks

DON'T

Give your sponsors advertisement placements. When recognizing sponsors, do not do any of the following as this is considered advertising:

- Messaging that contains comparative or qualitative descriptions (Ex: “Low fares.”; “Save Money. Live Better.”)
- Price information or language
- Indications of savings or value associated with product or services
- Any endorsement or an inducement to purchase, sell or use the sponsor’s company, services, facility or product
- Exclusive vendor relationship acknowledgments (such as exclusive soft drink pouring rights or equipment endorsements)

EXAMPLES

Recognition ONLY Sponsorship Example

Sponsorship Levels

Basic (\$250)

Company Name or Logo featured on Team's sponsor page

Elevated (\$500)

Company Name or Logo featured on Team's sponsor page

Company Name or Logo included on home game broadcasts

Company Name or Logo on all game preview and results posts on social media

Premium (\$1,000)

Company Name or Logo featured on Team's sponsor page

Company Name or Logo included on home game broadcasts

Company Name or Logo on all game preview and results posts on social media

Player of the Game named after Company and is posted on social media.

Goods & Services Sponsorship Example

Sponsorship Levels

Basic (\$1,000)

Company Name or Logo featured on signage & Team's sponsor page

Elevated (\$2,500)

Company Name or Logo featured on signage & Team's sponsor page

VIP Admission for 5 into event, including t-shirt, food and drinks

Goods & Services Deduction Total: \$168.30

Premium (\$5,000)

Company Name or Logo Featured on signage & Team's sponsor page

VIP Admission for 5 into event, including t-shirt, food and drinks

Access for 10 into pre-event Reception

Social Media Recognition

Goods & Services Deduction Total: \$336.60

Sponsor received admission, t-shirts, food, and drink with sponsorship, so this gets deducted from their sponsorship donation. Your club would need to provide receipts or quotes showing the cost of the goods & services

VIDEO/MEDIA RECOGNITION GUIDELINES

Allowable recognition spots*

- Acknowledgements such as sponsor logos and slogans (that do not contain comparative or qualitative descriptions) (Ex: “Low Fares. Nothing to Hide. That’s Transfarency.”)
- Recognition of sponsorship payments
- Sponsor locations and telephone numbers
- Value-neutral descriptions of a sponsor’s product line, services, brand, or trade names

Non-allowable recognition spots (Advertising)**

- Messaging that contains comparative or qualitative descriptions (Ex: “Save Money. Live Better.”)
- Price information or language
- Indications of savings or value associated with product or services
- Any endorsement or an inducement to purchase, sell or use the sponsor’s company, services, facility or product
- Exclusive vendor relationships acknowledgements (such as exclusive soft drink pouring rights or equipment endorsements)

** IRS Guidelines: IRC Sec. 513(i) – Qualified Sponsorship Payments*

*** IRS Guidelines: IRC Sec. 513(c) – Advertising*