



# Sponsorship/ Funding

## Description

Sponsorship can be vital for the delivery of your initiatives, especially if it is an event such as a large conference. You will need to ensure that you set targets and track your progress, as well as understand and communicate your value proposition to potential sponsors. Be sure to approach targets prepared and have a sponsorship package ready!

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# Acknowledgements

This guide was created with the help of knowledge and experience obtained from:

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  - President, AIESEC in Toronto
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## About Re\_Generation

[Re\\_Generation](#) is a Canadian youth movement that seeks to build a regenerative, sustainable, and just economy. We aim to reimagine our schools, repurpose our careers, and remodel our companies to be aligned with regenerative principles. In particular, we provide resources for individuals to launch impact-driven careers and advocate for change within their companies and schools. We also aim to advance public policies that promote regenerative and sustainable business practices.

Our successful 'Our Future, Our Business' Manifesto campaign received the support of 65 youth organizations, 130 high-level executives, and 100 civil society organizations recognizing the need for reform in business education on sustainability. After three years of existence as the Canadian Business Youth Council for Sustainable Development, we have changed our name to Re\_Generation to become more inclusive of all youth, not just business youth.

We believe that the ideal society is a [regenerative](#) one. Regeneration to us means putting human and ecological [well-being](#) at the centre of every decision. It means restoring relationships, both within nature and within society, while helping all communities to thrive. Read more about our history and vision at our [About Us](#) page.

# Sponsorship Planning

1. Determine a sponsorship target with your logistics team after a budget has been created
  - eg. \$10,000
  - eg. specific free services or products that can be useful for your event (in-kind sponsorship)
2. Distribute this target over tiers (if you are hosting a large event)
  - eg. We will meet our goal by getting 3 Bronze (\$500), 1 Silver (\$1000), 1 Gold (\$2,500), 1 Platinum (\$5000)
3. Plan number of companies you will need to reach out to to meet this goal
  - In order to do this, backwards plan by using typical conversion rates from past sponsorship initiatives or rates from other sources.  
eg. The conversion for meetings to closing deals is ~10% so if I want 3 sponsors for the bronze tier I will need to meet with 30 companies. The conversion for outreach to meetings is ~20% so if I want to meet with 30 companies I will need to call/email 150 companies.
4. Create a list of target companies that align with your organization and would provide benefits for both parties
  - Ensure that the targets are socially responsible
5. Be sure to clearly track all of your goals and progress
  - eg. [Google sheet](#)

# Value Proposition

## What do sponsors care about?

- How many people am I reaching?
- Can I recruit these students sometime for graduate programs?
- What are they doing in this organization and what skills can they bring to my organization through these activities?
- How many of the delegates have a perspective that aligns with my organization/school?
- How can these delegates create insights or important youth perspectives for my organization?

## What information can I leverage?

- Average Event Attendance
- Delegate Profiles (Faculty and School)
- Year of Graduation (if partners want to hire/recruit for graduate programs)
- Portfolio Breakdown (simplified - what do they do in your organization?)

## Value Proposition

1. After determining targets for potential sponsors, send an email to a relevant contact or call them
2. In your email, include a sponsorship package. This package should include:
  - An opening, which could be a letter from your sponsorship team or a supporting letter from a prominent figure, such as the dean of your business school
  - An overview of your organization
  - Conference/event details
  - Value to sponsors
  - Sponsorship tiers (if applicable)
  - Partner of your organization (if applicable)
  - Contact information
3. It could also be helpful to create a 1-pager to provide a brief overview of important points.
4. If they respond and say they are interested, set up a meeting with them.
5. If you do not get an answer, follow up in 2-3 days.
6. If they respond and give a hard no, mark that they have said this in your tracker.

## Requesting Money From a Company

**The steps for receiving monetary sponsorship include:**

Request an amount from the potential sponsor

Verbal or written confirmation of an amount of money from sponsor

Sponsor signs a binding contract

Receive money from the sponsor which is deposited into your bank account

# Convincing Companies to Attend

## How to 'convince' businesses to attend your events?

- Leverage professors
  - More progressive professors can be a source of sharing in order to reach out to more people
- Alumni
  - Reach out to professionals from your institution
- Career Department
  - Use the school's Career Department to reach out to new contacts
- Establish clear goals
  - "Know how X speaker will bring benefits to the event"
  - Build a document explaining event, goals, values, and how it'll impact the community (i.e. help FUTURE leaders, appeal to emotions)
- Companies open to hiring
  - Sell ideas of events
    - I.e. they'll find students interested in open positions

## Other Funding Opportunities

### Other potential options for funding your events:

- Check out your school's grants available to clubs! Usually they will have requirements to submit in your applications such as:
  - You must be a registered student club
  - A clear outline of your event
  - A budget and exactly where the grant money would be going
  - How the event contributes to the campus community
  - Example: [University of Toronto Students' Union](#) funding
- Consider partnering with another student club to help with sponsorship and/or split the costs
  - Make sure to set out clear expectations for cost-sharing and sponsorship targets for each group
  - Partnering with an organization that is not a school club may give you access to more funding

# Resources

- [Virtual Event Sponsorship Guide](#) by Hubilo
- [Sponsorship tracker](#)
- [Sponsor Contract Template](#)
- Check your school funding resources