



Sponsorship Policy Creation Guidelines

1-Make a clear set of benefits for your sponsors and discuss with every department within the organization so there is no alienation of existing donors, advertisers, or supporting partners.

2-Determine how donors differ from sponsors in recognition, name, opportunities and membership status.

3-Determine any category, company or other exclusions. Consult your organization's ethics committee as well. Make sure the types of organizations or specific groups that are excluded are well explained/documented prior to the commencement of sponsorship procurement.

4-Create any in-kind sponsorship guidelines. For example, a one to one or a one-two value exchange.

5-In keeping with guideline #1, make sure that any advertising or marketing benefits provided to sponsors does not undervalue or compete with existing advertising or marketing programs.

6-Decide on sponsorship types. These can be yearly sponsors, event sponsors, research sponsors, supporting partners or others determined by your organization.

7-Make decisions on right of first refusal for early adopters and decide if product type exclusivity will apply to event or web sponsors.

8-Name each individual who is allowed to solicit on behalf of the organization and outline the 'hand-off' of sponsors who may approach or be approached by Senior Staff or others within the organization.

9-Appoint the final POC for sponsorship negotiation.

10-Determine the financial guidelines for sponsorship including payment dates, person responsible for receiving payments, etc.

11-Produce a written time-line for fulfillment for each sponsorship sold.

12-**Create an official written sponsorship policy.**