



sharetank

GIVING . GROWING . IRVING

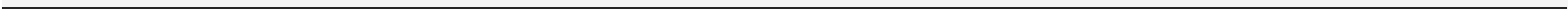
Share Tank is a unique opportunity for businesses to collaborate with and support vital nonprofit work in the Irving community. These non-profit services are critical to the economic development of our City and improving the quality of life in our local community.

Welcome

Todd Hawkins
Irving Arts & Culture

*Maximizing your resources to land sponsorship
opportunities*

Lazaro J. Alvarez
Race Director



- **What is a sponsor?**

Sponsoring something is the act of supporting an event, activity, person, or organization financially or through the provision of products or services. The individual or group that provides the support, similar to a benefactor, is known as sponsor.



Agenda

- Figure out who has done it before you
 - Brand
 - Build excitement
 - Make a list
 - Know your prospect's sponsor marketing objectives
 - Know your stuff
 - The pitch
 - Network
 - Types of sponsorships
 - Putting it all together
 - Create the "you don't want to miss out factor"
-





Who is already doing it?



Branding



Build Excitement

- Social Media
- Blog
- Contact a newspaper
- Get on community calendars
- Find other organizations who help organization like yours
- Brand advocates

Event Insights



SAT, DEC 7 AT 6 AM - 10 AM

Irving Frost 5K Presented by the Irving Marathon

Irving Marathon

Promote Edit Share More

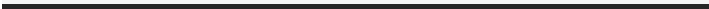
473 going or interested including Javier, Alfonso and 23 others



Public event by Irving Marathon and Toyota Music Factory

Make a list

- Google share drive
- Identify your potential sponsors
- Who sponsors organizations like yours?
- Ask your friends



Know your sponsors objectives



IRVING MARATHON
4/27/19 - Toyota Music Factory - Irving, TX


Baylor Scott & White
IRVING FOUNDATION

Know your stuff

Event Demographics

Uniquely located in the center of Dallas/Fort Worth, the Irving Marathon reflects a vibrant, diverse and global community. With runners representing 17 nations to date, the Irving Marathon is truly an international event while retaining its local, neighborhood appeal.

2019 Irving Marathon

Total Participants: 2605

(8% growth from 2018)

Irving Marathon 2012-2019

Female 54.3 % | Male 45.7%

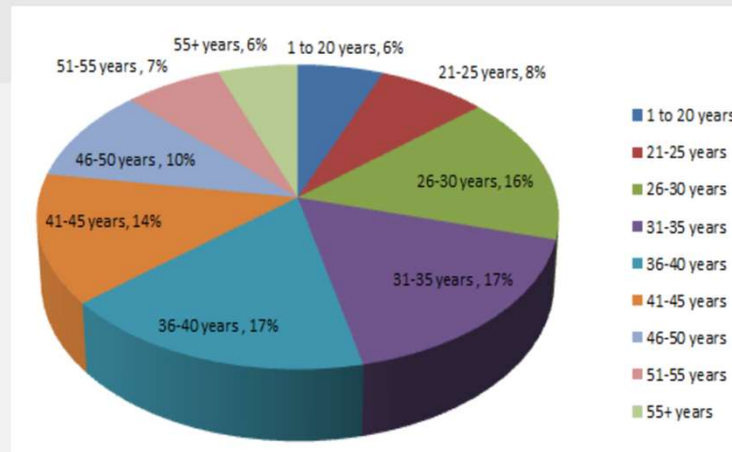
Average Age: 36.9 years

Residents of Irving: 40%

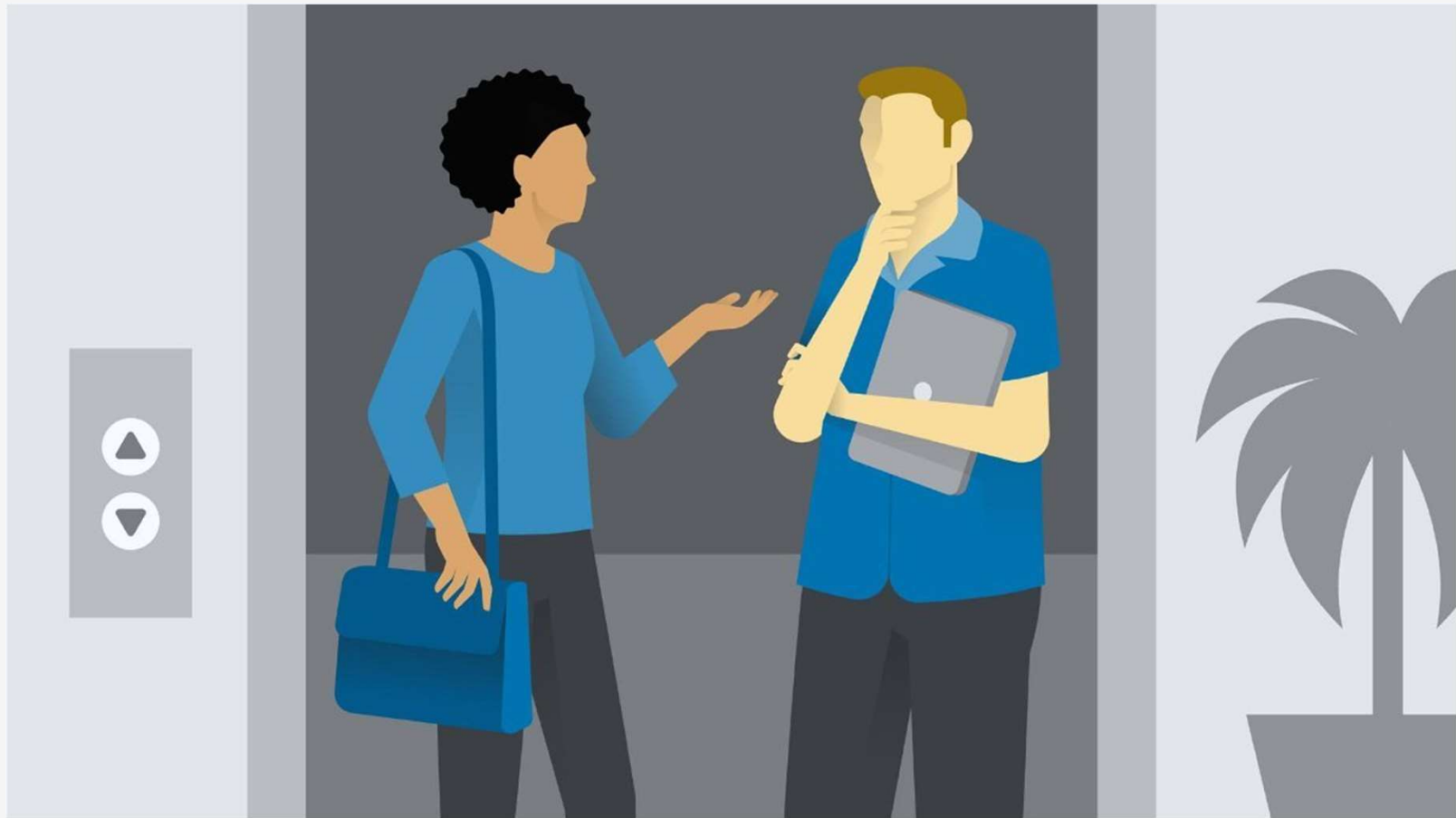
Residents of Texas: 92.89%

Nations Represented: United States, Brazil, Canada, England, Guatemala, India, Italy, Japan, Liberia, Mexico, Nigeria, Norway, Russia, Venezuela, Bahrain, South Africa, Honduras, Nigeria

States Represented: Alabama, Arizona, Arkansas, California, Colorado, Connecticut, Florida, Georgia, Indiana, Missouri, North Carolina, Oklahoma, New York, Louisiana, Ohio, South Carolina, Vermont, New Mexico, Kansas, Illinois, Virginia, Michigan, Indiana, Iowa, Pennsylvania, Mississippi, Oregon, Wisconsin, New Jersey, Massachusetts, Nevada, Maryland and Utah



The elevator pitch



Network

- Chamber of commerce
- Community gatherings
- Mixers
- Events similar to yours
- Community calendars
- Facebook groups



In-Kind Sponsorship



IRVINGMARATHON®
4/27/19 - Toyota Music Factory - Irving, TX


Baylor Scott & White
IRVING FOUNDATION

Putting it all together



IRVING
MARATHON®



Create the
"You don't want to miss out"
Factor





Share Tank 2019
15-minute break



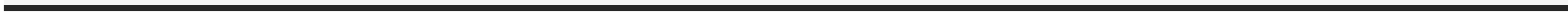
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Sponsorship and Stewardship

John Drake, CFRE

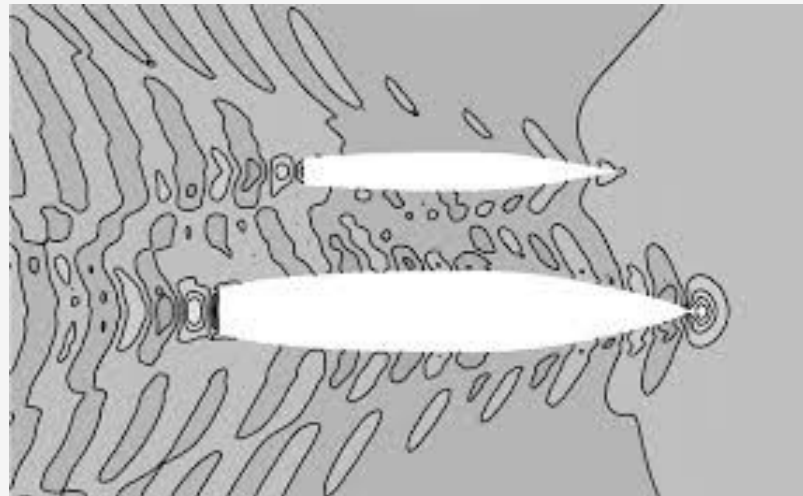


*Sponsorship
and
Stewardship:
Coming
Alongside in
Purpose*

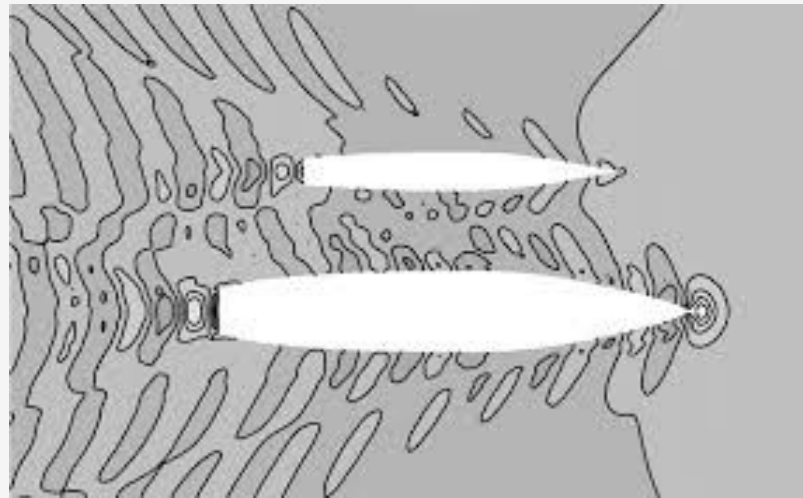


Charting a Course:

*What Is Your Most
Crucial “Need-to-
Know” From This
Session?*



Sponsorships: The Basics





Clear Signals:

*What do we
mean by
sponsorships?*

- Event sponsorships?

Or

- Program sponsorships?
- Other types?



Clear Signals:

*What do we
mean by
sponsorships?*

Common types sponsors are:

- Corporations
- Foundations (less)
- Individuals/Couples

IMPORTANT ELEMENTS FOR SECURING SPONSORSHIPS

- *Attendee/Donor Demographics – know who attends your events and/or who supports your organization's programs and how they could benefit/support the sponsor (as potential customers, for example)*

IMPORTANT ELEMENTS FOR SECURING SPONSORSHIPS

- *Interests* – do your research and know what type of programs the potential sponsor supports or what they are interested in
- *How do you find out?* Ask; look on Google (both corporations and individuals)

MOST IMPORTANT ELEMENTS FOR SECURING SPONSORSHIPS

- *Marketing* – there is usually money in a marketing budget – don't be afraid to suggest using it if the charitable budget is exhausted
- *One key point:* be sure your sponsor doesn't wish to remain anonymous!

IMPORTANT ELEMENTS FOR SECURING SPONSORSHIPS

- *Initial Contact* – your first contact should be via email, snail mail, or social media. Sponsors like to know (and see in writing) about an event and give themselves opportunity to vet your organization before being put on the spot over the phone

IMPORTANT ELEMENTS FOR SECURING SPONSORSHIPS

- *ROI – a sponsorship is a relationship. Don't just give them a list of benefits – find out their goals and determine how you can help them achieve their goals*
- ***For example:** if Coca Cola spends \$5 million on a Superbowl advertisement, and 100 million viewers see that ad, the ad's ROI is 5 cents per viewing. That is an excellent return on Coca Cola's investment. – *Charity HowTo**

IMPORTANT ELEMENTS FOR SECURING SPONSORSHIPS

This event sponsorship offers the opportunity to have your logo included in our eight pre-event emails blasts which will sent to 10,000 loyal supporters. Your logo will continue to have visibility through our pre-event marketing which includes full-column articles in two local newspapers, each with circulation of 20,000, and a series of tweets and Facebook posts to our 2,500 followers. During the event, your logo will be featured in our Tribute Book, Sponsor Loop during dinner and strategically placed signage throughout the venue. Your logo's affiliation with our event will continue through our post-event three-touch email sequence and series of social media postings. In total, your sponsorship visibility will reach more than 150,000 members of our loyal support community.

When put in these terms, that \$10,000 sponsorship costs them less than 7 cents per person reached. That is attractive ROI!

- Charity HowTo

IMPORTANT ELEMENTS FOR SECURING SPONSORSHIPS

- *Deliver & Over Deliver – give them everything you promised you would give them and even more if possible*

IMPORTANT ELEMENTS FOR SECURING SPONSORSHIPS

- *Recognition – put their logo/name everywhere you can (large sign at entry, thank you signs around the room, on rolling slide show, etc.)*

IMPORTANT ELEMENTS FOR SECURING SPONSORSHIPS

- *Thank you – thank, thank, and thank again. Thank them when they commit, from the stage, send board member to table or office/home to thank them, send handwritten note after event or program kickoff, etc.*

When Sponsorships Go Wrong

If you fail to keep promises...

- before
- during
- after

...the event or the program supported

Logistical issues (failure to plan for contingencies)



*Happy
Customers
Make Repeat
Voyages!*

*Is Your Crew
Ready?*



Irving Symphony Orchestra

The screenshot shows the website for the Irving Symphony Orchestra. The browser address bar displays "irvingsymphony.com". The page features a dark header with the orchestra's logo and navigation links: "Donate", "Email Signup", and "Home". Below the header is a secondary navigation bar with links for "Tickets & Events", "Watch & Listen", "Education", "Donate", "About Us", and "Contact".

The main content area is a large banner for the "2019 - 2020 SEASON" featuring Hector Guzman, Music Director. The banner includes a collage of images of musicians and the text "IRVING SYMPHONY ORCHESTRA" and "HECTOR GUZMAN | Music Director".

Below the banner is the "UPCOMING EVENTS" section, which includes two event thumbnails and a calendar for September 2019. The calendar shows the following dates:

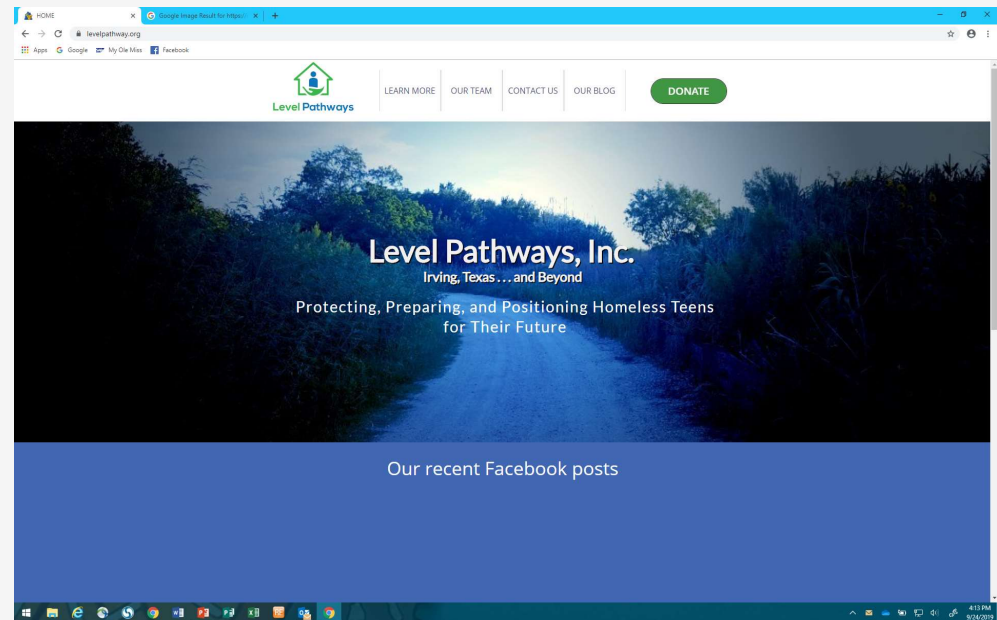
Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	1	2	3	4	5
6	7	8	9	10	11	12

At the bottom of the page, there are event dates for "26 October" and "23 November", and a button that says "Explore the 2019 - 2020 Season". The Windows taskbar at the bottom shows the system clock as 4:18 PM on 9/24/2019.

Family Promise of Irving

The screenshot shows a web browser window displaying the homepage of Family Promise of Irving. The browser's address bar shows the URL familypromiseirving.org. The website features a blue header with the organization's logo on the left and a navigation menu with links for HOME, ABOUT, GET HELP, GET INVOLVED, EVENTS, GIVE, CONTACT US, and LOG IN. Below the header is a large blue banner with the text "Family Promise of Irving. Building Community, Strengthening Lives." Underneath the banner, there is a section titled "About Family Promise of Irving" with a short description of the organization's mission. Below that is a section titled "Upcoming Events" featuring a colorful banner for "Night of Promise" on Saturday, March 2, 2019, from 6-9pm. The banner includes details about the event: "Join us for an evening in the candy shoppe at Night of Promise with Honorary chair, Gloria Campos" and "Irving Convention Center Junior Ballroom, 500 W. Las Colinas Blvd., Irving, TX 75039". It also lists activities: "DINNER • DANCING • SILENT AUCTION • RAFFLE". Ticket information is provided: "Tickets \$60 each" and "Raffle \$20 ea or 3/\$50". A note at the bottom of the banner states: "All proceeds benefit Family Promise of Irving. Visit www.familypromiseirving.org for more details." The Windows taskbar is visible at the bottom of the browser window, showing the date and time as 4:15 PM on 9/24/2019.

Level Pathways



*Wishing You
Fair Winds and
Following Seas
as You Seek
Sponsors for
your Programs
and Events*





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Pitch Day Guidelines

Dexter J. Freeman II, MBA, IOM
Greater Irving-Las Colinas
Chamber of Commerce

2019 Curriculum

- Each half-day sessions will begin at 9 A.M. - noon at The Study USA
 - **Education Day #1 (August 29) (lunch served)**
 - Grants + Giving = Goals
 - Pitch Day guidelines
 - **Education Day #2 (September 26)**
 - Unlocking the Secrets to Securing Sponsorships
 - Pitch Day Q&A
 - **Education Day #3 (October 17)**
 - Beyond the Basics – Memorable Marketing for your Nonprofit
 - Pitch Day Prep Q&A
 - **Education Day #4 (November 21) (lunch served)**
 - Do's and Don'ts – Governance and Law
 - Pitch Day Prep

**Pitch Day,
December 5**
The Study USA

**Awards Celebration,
December 18**
Irving Arts Center

Share Tank Guidelines

- For participation in Share Tank Pitch Day, your organization is required to be a registered nonprofit in Irving, Texas and deliver services in Irving, Texas.
 - For participation in Share Tank Pitch Day, your organization must provide a copy of your Form 990 (or 990-N) **on or before Pitch Day Prep on November 21 (Education Day #4)**.
 - All participating nonprofit organizations must complete the registration form on the Share Tank website: www.irvingsharetank.com
 - Your organization must have a representative present for the duration of each of the four Education Days to qualify for participation in Share Tank Pitch Day.
 - Both staff and board members are eligible to attend sessions.
 - All participating nonprofits grant the Greater Irving-Las Colinas Chamber of Commerce and/or the City of Irving permission to use your likeness photographs, video and/or other digital media in any and all of its publications including web-based publications without payment or other consideration.
-

Share Tank Guidelines

- If your organization previously received Share Tank funds, you are required to submit a Stewardship Form prior to Share Tank Pitch Day.
 - Organizations will have a total of **7 minutes** to deliver their pitch.
 - There will be a total of **5 minutes** for feedback from panel of Sharers.
 - All participating nonprofit organizations have the option of utilizing computer/projector technology.
 - No funds will be distributed at Pitch Day.
 - Include in your pitch your name, your location and succinctly your background.
 - Be clear about what project you hope to accomplish or specific need you hope to meet with grant funding.
 - Remember that your pitch is meant to inform, engage and market your organization.
-



FAQ - *Participants*

- If my nonprofit participates, how much time will it involve and when?
 - The minimum amount of time required to participate will be three (3) hours per Education Day (four total Education Days). See the [website](#) for exact dates. The Pitch Day (December) will take 30 minutes per nonprofit. Therefore, a nonprofit's minimum hourly commitment will be 12.5 hours for the program.
 - How will Share Tank be publicized?
 - Share Tank will primarily be publicized via our [website](#). We will also use the following communication: social media, print and TV (ICTN).
 - What other companies are involved?
 - See our [website](#) for a complete list of partners.
 - Exactly what would be the **obligations** for my nonprofit if we participate?
 - All nonprofits are welcomed to participate in Share Tank.
 - For participation in Share Tank Pitch Day, your organization is required to be a registered nonprofit in Irving. (i.e. with an Irving, Texas mailing address)
 - For participation in Share Tank Pitch Day, at least one representative (staff or Board volunteer) of your nonprofit must be present for the duration of each Education Day.
 - What level executive would be expected to participate? (manager, director, VP, etc.)
 - Nonprofit Executives, Board Members and Staff with oversight responsibilities are expected to participate
-



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