

## BAL Sponsorship Committee Timeline and Tasks

### January - April

- Maintain list of potential sponsors from area events/programs and members.
- Structure solicitation assignments and collaborate with solicitors to achieve results.
- Maintain/update sponsor “database” master spreadsheet and logo database as sponsors commit or reject request or in Donor Management System (if selected)
- Monitor committing sponsor payments with Treasurer and follow up if payment is not received.
- Thank sponsors as they commit.
- Maintain sponsor logo files.
- Maintain advertising summary with ad sizes and sponsor names for Program Book Chair

### September

- Establish individual and organizational sponsorship levels including \$ level and benefits. Evaluate prior year benefit for cost/benefit (e.g., Poster)
- Update sponsor forms and communications including
  - President’s letter
  - Sponsorship and Advertiser Form
  - Sponsorship and Advertiser confirmation communication
  - Master spreadsheet for sponsor information (extract from prior year)

### October

- Analyze prior years’ sponsorship results.
  - Develop list of “do not solicit” organizations based on prior year feedback/results.
  - Develop sponsorship solicitation list and establish solicitation priorities.
- Develop solicitor lists and match sponsor prospects. Priority given to prior year success and contacts. Identify “gaps” and strategize about potential LCV solicitors.
- Establish solicitation strategy, plans and timelines.
- **October/November/December** Identify LCV members to approach potential professional and financial services prospects (i.e., financial advisors, attorneys, banks, accountants, and real estate firms). Provide support including sample communications, willingness to participate in approaches, etc.
  - Assign committee members to approach prospects based on personal relationships.

### November

- Refine solicitation and solicitor lists.
- Approach LCV Members for sponsor prospects. **See October.**

### December

- With Program Book chair, develop style sheets for sponsor information in program book and technical advertising specifications to communicate to committed sponsor.
- Develop communications timeline and content to members in newsletter, general meeting announcements, phone calls.
- Approach LCV Members for sponsor prospects. **See October.**

### January

- Participate in BAL Kick off meeting.

- Contact targeted individual LCV members for sponsor prospects and willingness to solicit.
- Initiate sponsor solicitations
- Identify media and community calendars to publicize BAL (e.g., eList, newspapers, Chamber of Commerce, etc.)
- Determine Facebook communications strategy including content and timing.
  - LCV Facebook sponsor postings
  - Community groups announcements

#### **February and March**

- Continue solicitation.
- Communicate with program book chair and send advertising/logo content. Review and finalize sponsor-related program book content including ad placement for cover/back cover positions
- Post gratitude and sponsor commitments on LCV Facebook Page

#### **April**

- Finalize sponsor program content for Program Book

#### **Post - Event: April and May**

- Finalize sponsor thank you letters including financial results. Distribute program books to qualifying sponsors. Ensure solicitors communicate directly with sponsors.
- Debrief and develop “lessons learned” with BAL Chair and Sponsorship Committee for use in future sponsorship solicitation.
- Update Donor Wall of Honor; post sponsor logos and website links on LCV website Donor Wall of Honor.

#### **July**

- Email scholarship/grant recipient profile summary to sponsors and major individual donors and reinforce gratitude.