**Sponsorship Types and Budgeting**

*This template can be adjusted to the amounts you determine for your event. You can also add/delete line items depending on the* sponsorship opportunities that you are selling. This is mainly to give you an idea of possibilities that exist for event revenue as well as a way to keep track of all potential revenue streams related to outside support.

Sponsorships for events fall into two categories:

1. **Direct financial support** in exchange for recognition or other opportunity with your audience
2. **In-Kind donation** of something the event needs and would otherwise have to pay for—in exchange for recognition or other opportunity with your audience.

Important note: An in-kind sponsorship reduces one of your expense line items. For example, a company pays for the registration bags and badge holders for your attendees and are branded with their company logo. You would still include the expense in your budget, but it will off-set with the in-kind value in your revenue budget, so there is not actual cash expense.

In both of these instances, your revenue budget would reflect the cash amount the event is receiving for the sponsorship (what you are charging the sponsor) or the VALUE of the in-kind donation. We do this in order to gain a full and accurate understanding of event elements and the overall value of the event.

For example, our event will have two cash sponsors and two in-kind sponsors.

|  |  |  |
| --- | --- | --- |
| **Item** | **Cash Sponsorship** | **Benefits** |
| Keynote sponsorship | $2,500 | Signage, stage time and intro of speaker |
| Luncheon sponsorship | $5,000 | Signage, printed menu |
| ***Total cash sponsorship*** | ***$7,500*** | ***Ensure benefits are included in expenses*** |
|  |  |  |
| **Item** | **In-Kind Sponsorship Value** | **Benefits** |
| Badge holders | $2,000 | Recognition in program |
| Registration bags | $3,000 | Recognition in program |
| ***Total in kind sponsorship*** | ***$5,000*** | ***Include all in-kind donations in expenses*** |

NOTE: It’s important to understand the TRUE NET cost of any sponsorship, and the best practice is to include the expense to provide the benefits into the sponsorship price, so that the event is making money, not losing money.

**Exhibits/Vendor Booths**

Exhibits or any kind or size will have a value and expense tied to them. Ensure you are accounting for all exhibit or vendor table top booth in your expense line items. Price your exhibits/vendor table top booths appropriately in order to generate revenue.

As an example:

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Booth size** | **Exhibit Sell Price** | **Number of table tops** | **Exhibit Revenue** | **Exhibit Hard Cost to Host** | **Exhibit Expense** | **Total Net Revenue** |
| 6’ table top | $650 | 25 | $16,250 | $300  6’ Table and sign w/easel | $7,500 | $8,750 ($350 x 25 table tops) |
| T**otal** |  |  | **$16,250** in the REVENUE budget, exhibits line item |  | $7,500 in EXPENSE budget Décor line item | **$8,750 net to bottom line from exhibits** |