

Eventbrite

Sample Prospectus:
How to Write a Winning Event
Sponsorship Prospectus



Event sponsorships are won (or lost) by how well you can demonstrate the value of sponsoring your event. And because a sponsor's time and attention are limited, you may only have one shot to compete for their sponsorship dollars. Which is why the sponsorship prospectus remains a large part of winning event sponsorships.

In this sample, we'll walk through a prospectus for the fictitious "Neutral Ground" conference. Take note of the commentary throughout each section and use the advice to create your own prospectus.



Neutral Ground 2017



**Event Sponsorship
Prospectus
July 17th and 18th 2017**

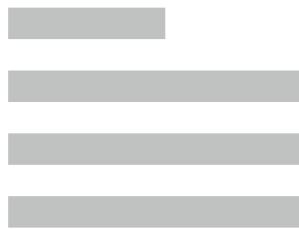
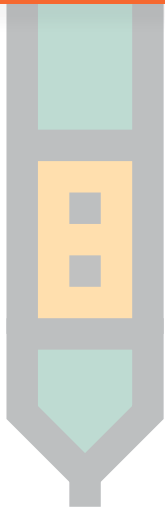
155 5th St,
San Francisco,
CA 94103



Insider tip

Your event sponsorship prospectus should provide a highly structured and visual overview of your event. Unlike a sponsorship proposal, the prospectus is a guide for prospective sponsors. It communicates the value of sponsoring your event using event data and provides specific sponsorship information.

Throughout this example, we'll provide tips and commentary for you to consider when creating your own prospectus.



**Event Sponsorship
Prospectus**
July 17th and 18th 2017

155 5th St,
San Francisco,
CA 94103



What is Neutral Ground?

In its 7th year, Neutral Ground will grow to over 3,500 multimedia journalist, documentary storytellers, and professional bloggers. The gathering brings them together to discuss the challenges facing journalists, and to leave with innovative strategies that maintain the core standards and ethics of their craft in this rapidly changing society.

Next July, Neutral Ground 2017 will be a monumental experience. Taking place in San Francisco, the agenda will feature twice as much content and include a keynote from award-winning journalist, Olivia Rhianu.



Insider tip

The first part of your prospectus should effectively demonstrate the value you can offer to potential sponsors.

Neutral Ground starts off hot. By letting sponsors know the event is in its 7th year and grown to over 3,500 attendees from journalism and media, they've establish credibility.

The second paragraph lets sponsors know when and where the event will be held before showcasing the caliber of its agenda.

Neutral Ground?

Neutral Ground will grow to include media journalist, documentary filmmaker, and professional bloggers. The event brings them together to discuss the challenges facing journalists, and to leave with strategies that maintain the core ethics of their craft in this rapidly changing society.

Next July, Neutral Ground 2017 will be a monumental experience. Taking place in San Francisco, the agenda will feature twice as much content and include a keynote from award-winning journalist, Olivia Rhianu.



Neutral Ground by the numbers

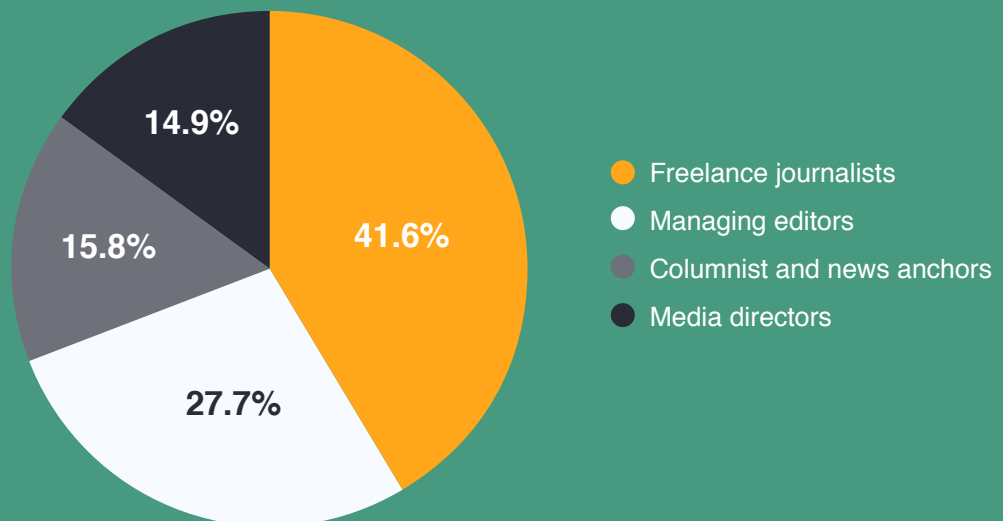
ATTENDEE DEMOGRAPHICS

3,500+

ORGANIZATIONS

150+

ATTENDEE ROLES





Insider tip

The second page of your prospectus is all about your valuable event data. It tells sponsors who's who at your event by outlining your attendee demographics, industry partners, and more.

Neutral Ground gives sponsors a breakdown of their attendees and partners. In your prospectus you can include this and much, much more. Your demographics can get more granular, detailing their gender or purchasing power, or you can include the potential social media reach of your event. Whatever you provide, make sure to stick with the data that sponsors will find most relevant to them.

Keep in mind that your sponsors are likely overwhelmed with sponsorship requests. It's important that your event data is communicated visually. Use charts and graphs when you can.

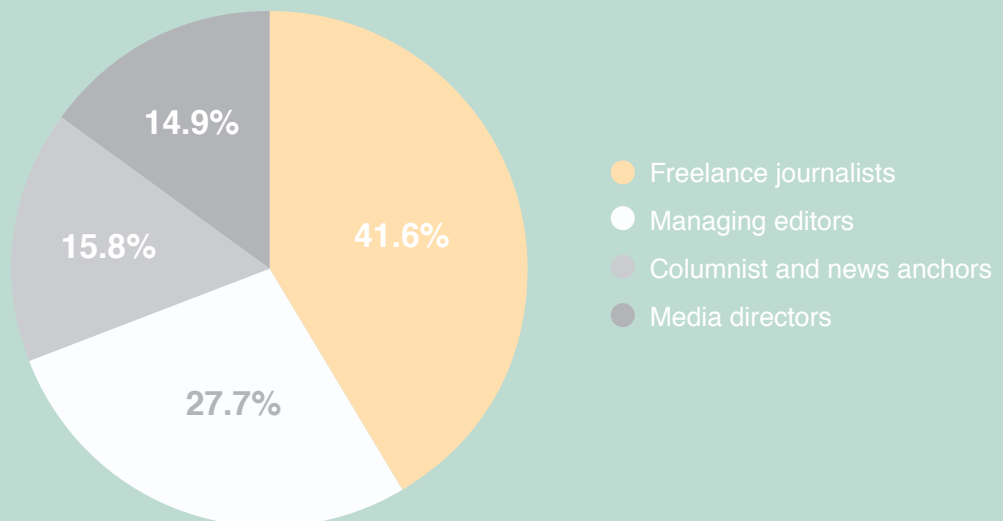
by the numbers

GRAPHICS

00+

0+

ATTENDEE ROLES





Sample attendee list

The Atlantic

BuzzFeed



The New York Times



Past sponsors





Insider tip

After quantifying the value of their event, Neutral Ground follows up by demonstrating the quality of their attendees and past sponsors.

In other words, this section helps sponsors understand who's who at your event. By showing what organizations attendees are affiliated with, you're indicating the potential value of their sponsorship opportunity.

If you have past sponsors, showcase them here. Why? Because your reader is more likely to recommend you to decision makers if they see that you've partnered with legitimate sponsors before. They're also more likely to see you as a good fit if your past sponsors' organizations are similar to theirs.

ee list

BuzzFeed

The New York Times

facebook

Past sponsors

Google

nielsen
.....

WordPress

NewsBank inc.
a world of information

storyful.

SOUNDCLOUD

EVERNOTE



“I left Neutral Ground 2016 with the sense that I was part of something bigger. As the editor of a small town newspaper, that means a lot to me.”

Blake Green,
Springfield Register

“Each year I meet and learn from the most talented people in journalism and leave with a profound sense of duty.”

Renee Domero



Insider tip

Social proof from attendees is also important. After all, your attendees are your greatest asset when winning sponsors. So add testimonials that demonstrate the satisfaction of past attendees.

Blake Green,
Springfield Register

“Each year I meet and learn from the most talented people in journalism and leave with a profound sense of duty.”

Renee Domero

Sponsorship opportunities

Sponsorship opportunities are very limited, secure your spot today! The deadline to purchase your sponsorship is May 31st, 2017. For additional questions, please email us at sponsorships@neutralground2017.com.

	Tier 01	Tier 02	Tier 03
Early Bird pricing Ends December 15th, 2016	\$115,000	\$53,000	\$25,000
Regular pricing	\$130,000	\$70,000	\$40,000
Co-sponsor of welcome reception	Included	—	—
Lunch sponsor	—	Included	—
Brand signage in high traffic areas	Included	Included	—
Conference mobile app ad	Included	Additional Fee	Additional Fee
Logo on conference lanyard	Yes	—	—
Logo in pre-event	Yes	Yes	—
Emails			
Conference pass	20	10	6
Expo staff pass	5	4	2
VIP access	Included	—	—
Booth size	30' x 30'	10' x 20'	10' x 6.5'
Lead scanner	Included	Included	Additional Fee
Private meeting room	Included	—	—



Insider tip

After demonstrating the value of your event, it's time to pivot to the opportunities. Sponsorship packages like the ones in this example are a great way to get sponsors on board quickly. Make sure you clearly communicate the differences of each package. This can be done in a comparison table or by dividing them into separate sections.

Also take note of the deadline for sponsorship and early bird pricing. These tactics create a sense of urgency and encourage potential sponsors to commit sooner.

opportunities

opportunities are very limited, so act today! The deadline to secure sponsorship is May 31st, 2017. For more questions, please email us at neutralground2017.com.

	Tier 01	Tier 02	Tier 03
	\$50,000	\$53,000	\$25,000
	\$60,000	\$70,000	\$40,000
	Included	—	—
Lunch sponsor	—	Included	—
Brand signage in high traffic areas	Included	Included	—
Conference mobile app ad	Included	Additional Fee	Additional Fee
Logo on conference lanyard	Yes	—	—
Logo in pre-event	Yes	Yes	—
Emails			
Conference pass	20	10	6
Expo staff pass	5	4	2
VIP access	Included	—	—
Booth size	30' x 30'	10' x 20'	10' x 6.5'
Lead scanner	Included	Included	Additional Fee
Private meeting room	Included	—	—

Additional Sponsorship Opportunities

Put your brand, product, or service front and center with these additional opportunities.

Wifi Sponsor (limit 2) Includes logo on signage, wifi sign-in page, and information slides between sessions	\$20,000
Charging Stations (exclusive) Includes branded signage and kiosk	\$15,000
Branded Meeting Rooms (2 left) Includes 7-person meeting room with telecommunications for meetings	\$10,000
Snack Station Exclusive	\$5,000
Hotel Room Gift Drop Limit 10	\$2,500

Custom Sponsorships

Let's work together to unlock a unique opportunity for your brand! Contact us today at sponsorships@neutralground2017.com to discuss your business objectives and we'll build a sponsorship package that will help you achieve your goals.



Insider tip

Custom sponsorships require a significant amount of time and resources to manage but can be the key to winning the larger, more recognizable brand names. For tips on how to build a customized sponsorship, including how to dig deep into your event data and better understand your potential sponsor, check out [“The New Rules of Event Sponsorships”](#).

Sponsorship Opportunities

product, or service front and the additional opportunities.

	\$20,000
...e, wifi sign-in page, ...between sessions	
(Exclusive) ...ge and kiosk	\$15,000
Branded Meeting Rooms (2 left) Includes 7-person meeting room with telecommunications for meetings	\$10,000
Snack Station Exclusive	\$5,000
Hotel Room Gift Drop Limit 10	\$2,500

Custom Sponsorships

Let's work together to unlock a unique opportunity for your brand! Contact us today at sponsorships@neutralground2017.com to discuss your business objectives and we'll build a sponsorship package that will help you achieve your goals.

Sponsorship terms and conditions

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Eventbrite

Powered three million events in 2017.

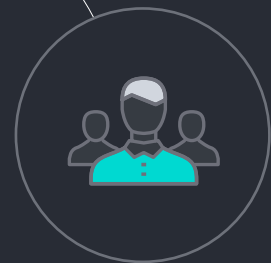
Eventbrite brings the world together through live experiences. More than 700,000 organizers used Eventbrite in 2017 to drive ticket sales, promote and manage events, handle on-site operations, and analyze results across multiple sales channels.



Grow your event
More than 200 million
tickets were issued in
2017.



Simplify your planning
Promote, manage, and
analyze your event
from any device.



Impress your attendees
Delight with ease of
purchase, convenient
ticket access, and
speedier entry.

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