SPONSORSHIPS

Key Strategies for Success

Josh Sprague, Rotary Club of Edina
cell 612-501-0252 | josh@joshsprague.com

WHY SPONSORSHIPS?

- Makes donating easier
- Makes fundraising easier
- Builds repeat donor base
- Broadens donor base
- Builds goodwill with community
- Boosts visibility in community

FIRST STEPS

- Develop (or supercharge) an event
- Find a “qualified” chair and committee
- Create a process, from sales to payment
- Define your goal
- Build levels that meet the goal
- Develop and assign prospect list
- Send/email letter, then call

RECOGNITION

- Pre-meeting slideshow
- Podium recognition
- Honorary PHF recognition
- Print ads (posters, programs, newspaper)
- Email blasts
- Website
- Social media (“ASAP” recognition)

PERKS

- Better seats/tables at event
- Larger ads (print & website)
- VIP Party for “premium” sponsors
- VIP Room for “premium” sponsors

EXAMPLES

- Rotary Galas
- Edina Car Show
- Edina Senior Party

THAT'S ENTERTAINMENT
ROTARY CLUB OF EDINA
2019

2019 GALA SPONSORSHIP PACKAGES

PRESENTING ($10,000)
- 10 Free Tickets to Event ($1,500 Value)
- 15 Free Tickets for Raffle (Top Prize: $1,000 Cash)
- Premier Seating at Event (Location of Choice)
- Front Page Presence in Barker for 24 Weeks
- Full Page Ad in Event Program
- Company Name and Recognition in Video Produced for Event
- Company Name and Logo in Pre-Event Publicity Including Invitation
- Company Logo on Edina Rotary Website
- Poster Recognition at Event and at Pre-Event Functions
- Exclusive Gala VIP Cocktail Party

PLATINUM ($5,000)
- 8 Free Tickets to Event ($1,200 Value)
- 15 Free Tickets for Raffle (Top Prize: $1,000 Cash)
- Premier Seating at Event
- Presence in Barker for 20 Weeks
- Half Page Ad in Event Program
- Exclusive Gala VIP Cocktail Party

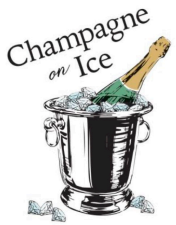
GOLD ($2,500)
- 6 Free Tickets to Event ($900 Value)
- 15 Free Tickets for Raffle (Top Prize: $1,000 Cash)
- Premier Seating at Event
- Presence in Barker for 16 weeks
- Quarter Page Ad in Event Program
- Exclusive Gala VIP Cocktail Party

SILVER ($1,500)
- 4 Free Tickets to Event ($600 value)
- 15 Free Tickets for Raffle (Top Prize: $1,000 Cash)
- Presence in Barker for 12 weeks
- Company Name and Logo in Event Program
- Exclusive Gala VIP Cocktail Party

BRONZE ($600)
- 2 Free Tickets to Event ($300 Value)
- Presence in Barker for 8 Weeks
- Company Name in Event Program

ALL SPONSORS RECEIVE: *Hassle-Free Package* with Event Tickets Included, Pre-and Post Event Publicity via Website, Social Media, Barker, Weekly Meetings & More!

5/15/2019



2022 Rotary Club of Edina Gala Sponsorship Packages

Saturday, October 1st | 6:00 p.m.
Marriott Southwest

The Diamond Package ($10,000)
- 1 Table (8 tickets) at the event ($1,600 Value)
- Front table VIP event seating
- Option to present the ***big*** check to a local charity recipient at a club meeting (limited to 6)
- Logo featured on all event promotional materials, recognized as "Presenting Sponsor"
- Name mention in one gala promotional video prior to event
- Verbal recognition during event
- Logo featured on Edina Rotary website
- Pre-and post-event publicity via social media
- Premium placement in Rotary Barker newsletter
- Premium logo placement in electronic program
- Access to the exclusive VIP cocktail party

The Ruby Package ($5,000)
- 1 Table (8 tickets) at the event ($1,600 Value)
- VIP Event Seating
- Option to present the ***big*** check to a local charity recipient at a club meeting (limited to 4)
- Logo featured on Edina Rotary website
- Pre-and post-event publicity via social media
- Presence in Rotary Barker newsletter
- Logo featured in electronic program
- Access to the exclusive VIP cocktail party

The Emerald Package ($2,500)
- 6 Tickets to Event ($1,200 Value)
- Logo featured on Edina Rotary website
- Pre-and post-event publicity via social media
- Presence in Rotary Barker newsletter
- Logo featured in electronic program
- Access to the exclusive VIP cocktail party

The Sapphire Package ($1,500)
- 4 Tickets to Event ($800 value)
- Logo featured on Edina Rotary website
- Pre-and post-event publicity via social media
- Presence in Rotary Barker newsletter
- Logo featured in electronic program

The Pearl Package ($750)
- 2 Tickets to Event ($400 Value)
- Logo featured on Edina Rotary website
- Pre-and post-event publicity via social media
- Presence in Rotary Barker newsletter
- Logo featured in electronic program

THANK YOU, SPONSORS!

AMERICAN FAMILY INSURANCE
Burnett & Associates, LLC
Kelley Burnett, Agent

EST. 1979 CARLTON INVESTMENT SERVICES GROUP

EXPLORE edina

FARIBAULT WOOLEN MILL CO. 1865

GRANDVIEW TIRE & AUTO

IKey Cadillac

MORRIE'S Luxury Auto

B CO THE BROOKSHIRE COMPANY
COMMERCIAL & INDUSTRIAL REAL ESTATE

TRADITION MORTGAGE

TRANSITIONS IN BUSINESS
Sell Wisely. Buy Confidently.

SPRAGUE
Lakes | Sotheby's INTERNATIONAL REALTY

Edina High School
SENIOR PARTY
Class of 2024

2024 Senior Party Packages

PRESENTING ($5,000)
- Company name and logo in 4 high-visibility locations at Edina Senior Party, including main entrance, main hallway, live performance venue, and school entrance on Valley View Road
- Company name and logo in Commencement Program brochure (audience of 800+)
- Company name and logo on Edina Senior Party website (EdinaSeniorParty.org)
- Company name and logo in email blasts to Edina Class of 2024 parents
- Company name and logo in Edina Sun Current recognition (June 2024)
- Company name and logo in social media channels
- Exclusive VIP Party for up to 10 guests

PLATINUM ($2,500)
- Company / family name and logo in 3 high-visibility locations at Edina Senior Party, including main entrance, main hallway and casino entrance
- Company / family name and logo in Commencement Program brochure (audience of 800+)
- Company / family name and logo on Edina Senior Party website (EdinaSeniorParty.org)
- Company / family name and logo in email blasts to Edina Class of 2024 parents
- Company / family name and logo in Edina Sun Current recognition (June 2024)
- Company / family name and logo in Edina Class of 2024 social media
- Exclusive VIP Party for up to 6 guests

GOLD ($1,500)
- Company / family name and logo at main entrance to Edina Senior Party
- Company / family name and logo in Commencement Program brochure (audience of 800+)
- Company / family name and logo on Edina Senior Party website (EdinaSeniorParty.org)
- Company / family name and logo in email blasts to Edina Class of 2024 parents
- Company / family name and logo in Edina Sun Current recognition (June 2024)
- Company / family name and logo in Edina Class of 2024 social media
- Exclusive VIP Party for up to 4 guests

SILVER ($1,000 – Game Room Sponsorship)
- Company / family name and logo at entrance to game room area
- Company / family name and logo in Commencement Program brochure (audience of 800+)
- Company / family name and logo on Edina Senior Party website (EdinaSeniorParty.org)
- Company / family name and logo in Edina Sun Current recognition (June 2024)
- Exclusive VIP Party for up to 2 guests

BRONZE ($500 – Senior Spotlight)
- Name on Edina Senior Party website (EdinaSeniorParty.org)
- Senior wall spotlight (personal message to your senior) and recognition at the party
- Name in Commencement Program brochure (audience of 800+)
- Name in Edina Sun Current recognition (June 2024)
- Name in Edina Class of 2024 social media

GREEN ($125 – Student Scholarship)
- Name on Edina Senior Party website (EdinaSeniorParty.org)
- Name in Edina Sun Current recognition (June 2024)
- Name in Edina Class of 2024 social media

PRIZE DONATION ($50)
- Support our fun prizes (giveaways for the seniors)
- Recognition on the prize box

ALL SPONSORS RECEIVE: Recognition for their generosity, and the satisfaction of supporting the Edina Senior Party tradition and the lifetime of memories it creates for the graduates. Thank you!

Edina High School
SENIOR PARTY
Class of 2024

THANK YOU SPONSORS!

Presenting Sponsors ($5,000)
- Abeln Family
- Tradition Companies (Capital Bank, Mortgage & Wealth Management)

Platinum Sponsors ($2,500)
- Ado's Body Shop

Gold Sponsors ($1,500)
- Claire Killen, Emerald Real Estate
- LaMettry's Collision
- Plaid Pig Gift Shop

Silver Sponsors ($1,000)
- Excelsior Family Dental

Bronze Sponsors ($500)
- Carolyn & Rob Albright
- Clo Clo Vegan Foods
- Edina Athletic Booster Club
- Ellingson & Ellingson, CPA's
- Tim & Kelly Flaherty
- Grandview Tire & Auto
- Josh Sprague, Lakes Sotheby's International Realty
- Key Cadillac
- Knowles Family
- Lovell Family
- Metropolitan Ford
- Sparano Family
- Sunnyside Gardens

Green Sponsors ($125)
- Abdo Family
- Maria & Brian Alexander
- Heather & Tim Bergeson
- Fenske Photography
- Mathnasium
- Wilson Family

PRO TIPS

- Close premium sponsors first & early
- Share “sponsor list” to prospects
- Make entry level “accessible”
- Separate premium levels with “perks”
- Try to think long-term (repeats)
- Have a tight system, front to back
- Recognize sponsors early & often!

QUESTIONS?

Josh Sprague, Rotary Club of Edina
cell 612-501-0252 | josh@joshsprague.com