

wine women & shoes®

SPONSORSHIP CHECKLIST

IMMEDIATELY AFTER FINAL WW&S CONTRACT

- Schedule Kick-off call with WW&S Sponsorship Team
- Read Sponsorship Committee section on the How To page

ONE YEAR - EIGHT MONTHS OUT

- Meet with entire event committee to survey community connections and sponsorship leads
- Hand out “Opportunities Table” to all chairs for sponsor level ideas
- Determine sponsorship levels and goals (Sponsorship Deck)
- Work with WW&S graphics team to create sponsorship package and presentation
- Consult with WW&S Team to create a Sponsor Video specifically about your event
- Begin strategic sponsorship asks and first right of refusal opportunities for potential return sponsors

SIX MONTHS OUT

- Continue sponsorship asks and gathering commitments
- Meet with Communications Committee to determine print deadlines
- Gather sponsor logos for Communications Committee and WW&S graphics team
- Create an Auto Sponsor One-Sheet (see How To) to approach car dealers
- Continue to solicit potential sponsors

FIVE MONTHS OUT

- Meet with Entertainment chair to determine how sponsors will be recognized during live program
- Continue to solicit potential sponsors
- Make sure that confirmed sponsors are included on event webpage with logos

FOUR MONTHS OUT

- Finalize sponsors who need to be on “Save the Date” email blast
- Continue to solicit potential sponsors
- Discuss schematic with Venue committee to meet sponsorship needs, i.e. Auto Sponsor location, signage placement
- Begin to promote sponsors through social media, TV, print and radio advertising

THREE MONTHS OUT

- Promote sponsor logos on your Facebook page and other social channels. Tag them in featured posts for some extra sponsor love
- Send your sponsorship logos to the WWS Graphics Team to upload on your splash page
- Ensure sponsorship benefit obligations are being met
- Consider sponsor branded item needs and research where to order or work with sponsor to produce

TWO MONTHS OUT

- Finalize sponsors who need to be on printed invite
- Add newly secured sponsor logos to your WWS Facebook page and send to our WWS Graphics Team for inclusion on your splash page
- Order any printed logo items, i.e. glassware, t-shirts, swag bags (see sponsorship photos on How To)
- Continue to promote sponsors through social media, TV, print and radio advertising
- Meet with Venue Committee to position VIP seating for sponsors

ONE MONTH OUT

- Continue to promote sponsors through social media, TV, print and radio advertising
- Make sure sponsors receiving comp tickets have RSVPed. Give head count to event chair
- Check-in with Auto Sponsor about Set-up (if applicable)

THREE WEEKS OUT

- Work with Communications committee to create signs regarding sponsors – i.e. Thank You poster, KTC signage, water table, etc

ONE WEEK OUT

- Receive any logo items and prep them to deliver to venue
- Go over guest list to confirm which sponsors are attending

DAY OF EVENT

- Meet and greet sponsor in attendance
- Make sure photographer gets shots of sponsors and all sponsorship signage

POST EVENT

- Contact sponsors and get their feedback on the event. Ask if they are interested for next year
- Send Sponsor thank you letters (template on the How To)