

# 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)