

# Planning Successful Non-profit Events and Galas in Challenging Times

## BizBash Toronto Event Style Expo Education Session

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### **Summary of Speaker Highlights**

Topic-Sponsorship Relationships

- Gaining Sponsorship engagement
- How to keep their interest
- Ensure it works for both you and them

### **So what has changed out there?**

- Organizations are re-examining their cost structures
- Looking at new strategies to streamline their operations with a stronger alignment to their core business requirements
- and obviously doing more for less

### **Gaining Sponsorship Engagement**

- Create Opportunities for them to work with you
- Keep relationships close year after year
- Pick something new and fresh that no one else has done before
- Never ask anyone to sell or promote the event that is not passionate about it
- Look for points of connection between the business and the non-profit
- Look for personal connections between them and your cause
- Make it easy for them to work with you
- Find opportunities for their employees to participate

### **Maintaining their interest**

- Lock down long-term agreements
- Integrate (showcase) their products/services into the event
- Keep leveraging benefits flexible year after year
- De-brief discussions to improve future delivery
- Establish expectations and determine outcomes in advance
- Get to know Sponsors business and philosophy
- Keep them informed
- Make sure you deliver on your commitments
- Get them emotionally connected
- Provide opportunities for them to become involved with the charity

### **How to make their money work for them and you**

- Establish a great network of suppliers and partners with charitable affiliations
- Determine "true risks" over compromising quality
- Ask for more
- Share costs with others
- Eliminate the nice to have's that don't impact your ROI
- Host recognition events-treat them like partners
- Follow up
- Brag about your accomplishments