

# 8 CREATIVE WAYS TO ENGAGE SPONSORS

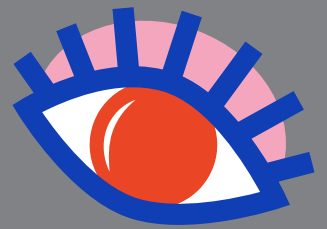


You don't have to rely entirely on ticket sales to drive revenue for your event.

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## 1 SPONSOR A VIP AREA

Provide guests with a premium experience, boost your ticket revenue, and give your sponsors a chance to interact directly with attendees all in one. Offer a dedicated area with private cabanas, premium seating near a stage, or free food and drinks.



## 2 HOST A VIP RECEPTION

Invite sponsors to host a cocktail hour or tasting experience before, after, or even during your event. You could include a sponsored bar, signage, or really deck out the whole area with their logo and brand.



## 3 BRAND PHOTO OPPORTUNITIES

Everyone loves a photo booth, and you can offer sponsors the opportunity to include their name and logo on every photo taken. When attendees share their photos online, they'll also share the sponsor's brand.



## 4 SPONSOR A STAGE

You can name an entire entertainment stage after one of your main sponsors. Not only will their name be on the stage itself, guests will see it on every program, map and web page with the entertainment schedule.



## 5 ...OR THE FLOOR ITSELF!

Sure, you can put up banners and posters with a sponsor's name, but don't be afraid to think outside the box on signage. You can add sponsor logos and messages to your floor as well - it's everywhere!



## 6 HAND OUT SAMPLES

Allow sponsors to hand out samples of their products to every guest who enters your event. This can be a great way to help them get new products into the hands of potential customers.



## 7 BRAND MERCH AND SWAG

Add sponsor logos to the complimentary bottled water given to your guests, or add their brand to the T-shirts you hand out. If you're offering swag bags or other giveaways, make sure you include sponsors in that opportunity as well.



## 8 SPONSOR A POTTY

It might sound silly at first, but indoor bathrooms are a luxury at many outdoor events. A sponsor can help upgrade regular port-a-johns to luxury toilets.

