

Your 18-Month Event Sponsorship Timeline

It's never too early to nail down your festival sponsors — but it's usually too late.

If you want to sell high value sponsorships, use this timeline to make sure you find the right sponsors, secure their partnership, and get them to sign on for another year.

12–18 months ahead of the event



BEST TIME OF YEAR

Dec, Jan

ACTIVITIES

Market research

Collect info about your attendees—key behaviors, interests, and spending habits. What type of activities do they like generally? Ex: if your attendees love luxury travel, spas and resorts should be on the table.

12–14 months ahead of the event



BEST TIME OF YEAR

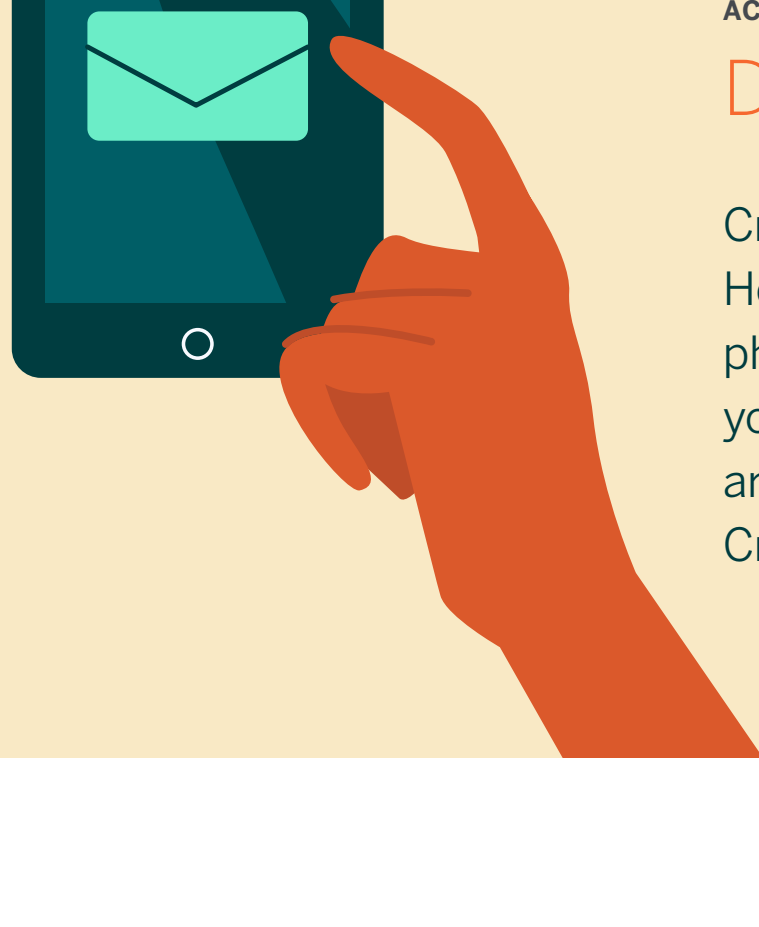
Dec, Jan

ACTIVITIES

Identify companies and contacts

Make a list of potential sponsors and research them. Learn everything you can about those brands — look through the company's website, press coverage, and social media accounts.

10–12 months ahead of the event



BEST TIME OF YEAR

March, April, May

ACTIVITIES

Design campaign

Create your outreach strategy. How many emails will you send and phone calls will you make? What's your social media strategy? When are you sending your press kit? Create your schedule.

10–12 months ahead of the event



BEST TIME OF YEAR

July, Aug, Sept

ACTIVITIES

Launch campaign

Start pushing out your content. Use your CRM to track your outreach — your phone calls, email sends, and social media contacts. Get potential sponsors excited about your event.

2–12 months ahead of the event



BEST TIME OF YEAR

Feb, Oct

ACTIVITIES

Set up call or meeting

Don't sell during this first meeting. Instead, discuss the prospect's goals and establish their needs. That will allow you to design a proposal that's unique to your potential sponsor.

2–10 months ahead of the event



BEST TIME OF YEAR

Anytime

ACTIVITIES

Invite prospects to event or property

What better way to get your sponsors excited about your event than to actually show them? If you have the opportunity, invite them onsite to check out your event.

2–12 months ahead of the event



BEST TIME OF YEAR

Feb, Oct

ACTIVITIES

Present final proposal with pricing

Sign your contract. Next, you and your sponsor should begin advertising and marketing plan your partnership.

At the event



BEST TIME OF YEAR

Jan, Dec

ACTIVITIES

Collect testimonials and proof

During your event, take pictures of attendees interacting with your sponsor — visiting their booth, wearing or holding their swag, talking to the reps. Collect video endorsements from attendees.

2–3 weeks after the event



BEST TIME OF YEAR

Jan, Dec

ACTIVITIES

Send your fulfillment report

A fulfillment report will dramatically increase renewals and prevent issues. Include anything that will demonstrate the success of your event — actual attendance numbers, news coverage, social traction, and ads promoting your event. Next, you'll start researching your next round of sponsors.

For more information, [contact us](#) here or talk to an events expert at 1-866-902-2531