



6 SEPTEMBER 2023

COACHING CALL #4: Sponsorship Best Practices



DigiEduHack is an initiative under the Digital Education Action Plan (2021-2027) of the European Commission



AGENDA

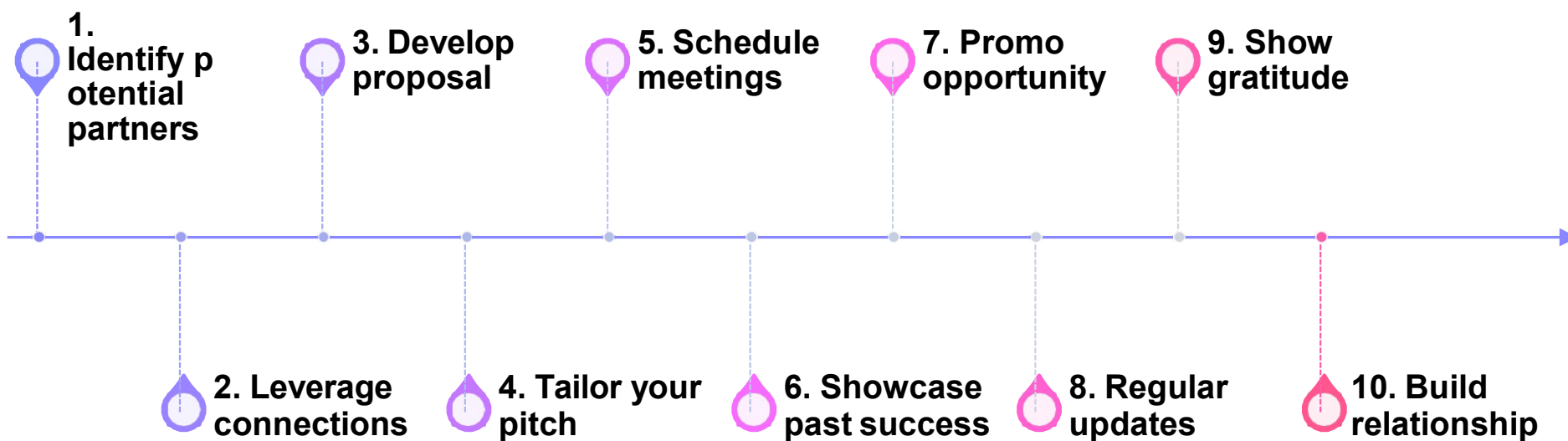


- 01 - SPONSOR RECRUITMENT: BEST PRACTICES**
- 02 - SPONSOR RECRUITMENT LETTER**
- 03 - WHAT CAN BE SPONSORED?**
- 04 - SECURING PARTNERS**
- 05 - ENGAGING PARTNERS**
- 06 - GRANTS**



01 SPONSOR RECRUITMENT

BEST PRACTICES



01 SPONSOR RECRUITMENT

IDENTIFY POTENTIAL SPONSORS



Create a list of potential sponsors that **align with your hackathon's theme or focus**. Consider businesses, organisations, or individuals that have an interest in technology, innovation, or the specific problem your hackathon is addressing.

01 SPONSOR RECRUITMENT

LEVERAGE CONNECTIONS



Reach out to your **personal or professional network** to identify potential sponsors. Word-of-mouth recommendations and warm introductions can be more effective than cold outreach.

01 SPONSOR RECRUITMENT

DEVELOP A PROPOSAL



Create a professional and comprehensive sponsorship proposal that **outlines the event's details, objectives, target audience, and benefits for the sponsor.** Include various sponsorship tiers and packages, clearly defining the value proposition and deliverables at each level.

01 SPONSOR RECRUITMENT

TAILOR YOUR PITCH



Customise your pitch to each potential sponsor by demonstrating how the event aligns with their brand, goals, or interests. Show how their support can help increase brand awareness, gain access to potential talent, or showcase their commitment to innovation and community development.

01 SPONSOR RECRUITMENT

SCHEDULE MEETINGS OR CALLS



Arrange meetings or calls with potential sponsors to **discuss** the event, answer questions, and present your proposal. Be prepared to **address any concerns** or negotiate sponsorship terms.

01 SPONSOR RECRUITMENT

SHOWCASE PAST SUCCESS



If you have previously organised successful hackathons or similar events, **share testimonials**, case studies, or statistics that demonstrate the impact and value generated for past sponsors.

01 SPONSOR RECRUITMENT

OFFER PROMOTION OPPORTUNITIES



Clearly outline the **promotional opportunities** available to sponsors, such as logo placement, social media mentions, speaking opportunities, or opportunities to engage with participants during the event.

01 SPONSOR RECRUITMENT

REGULAR UPDATES



Once you secure a sponsorship, **keep the sponsor informed** about the event's progress, including participant numbers, media coverage, or other relevant updates. **Maintaining open communication** fosters a positive relationship and increases the chances of future collaborations.

01 SPONSOR RECRUITMENT

SHOW GRATITUDE



Thank your sponsors for their support and acknowledge their contribution during the event and in post-event communications. After the hackathon, **provide a report** detailing the event's success and the sponsor's impact, and share any relevant photos or videos.

01 SPONSOR RECRUITMENT

BUILD RELATIONSHIPS



Aim to **develop ongoing relationships** with your sponsors. Stay in touch, update them on future events, and explore opportunities for continued collaboration.

02 SPONSOR RECRUITMENT LETTER



HOW TO USE A RECRUITMENT LETTER

Use our [sample letter](#) or create your own!

Make sure to **personalise** each letter as much as possible.

Try to schedule a follow-up or other **call-to-action** to move the sponsorship process forward.

02 SPONSOR RECRUITMENT LETTER

FIND IT ON DISCORD

The screenshot shows the Discord interface for the server 'DIGI EDU HACK - 20...'. The left sidebar lists channels: '1 Event', 'Channels & Roles', 'Members', 'INFORMATION', 'welcome-and-rules', 'join-your-event', 'Information', 'announcements', 'COMMUNITY CHANNELS', 'HOST AREA', 'host-chat', 'resources-forum', 'questions', 'i-still-have-a-question', and 'Weeklies'. The 'resources-forum' channel is selected and highlighted with a red box. The main forum area shows a post titled 'Looking for Sponsorship / Funding?' by 'Jana - DigiEduHack team' from 1 day ago. The post content includes a link to a YouTube live stream and mentions 'best practices' and 'sponsor recruitment presentation deck or sponsor recruitment sample letter'. A red box highlights the post title, and another red box highlights the post content. A third red box highlights the 'resources-forum' channel name in the sidebar. The right sidebar shows a search for 'Looking for Sponsorship / Funding?' with results including a PDF 'Recruiting-Partners_Sponsors.pdf', a PPTX 'Sponsor-Recruitment-Deck.pptx', and a document 'Sponsor_Recruitment_Sample_L...'. A red box highlights the 'Sponsor_Recruitment_Sample_L...' document. The bottom of the screen shows 'MORE ACTIVE POSTS' with a post titled 'Looking for Sponsorship / Funding?' from 1 day ago, which is also highlighted with a red box.

02 SPONSOR RECRUITMENT DECK



HOW TO USE THE RECRUITMENT SLIDE DECK

- **Update** the personal fields (e.g.: contact information) and other areas as you choose to use our [sponsor recruitment deck](#);
- Use the slide deck as a **template** from which to create your own using the DigiEduHack 2023 visual identity;
- Use it as the basis of a presentation to **share** the DigiEduHack sponsorship / partnership opportunity;
- **Send** it to your prospects as an email attachment (don't forget to save the final version as a PDF!).
- **Storytelling** is key! Include the prospect's identity and values in your project story. i.e. Sustainability is a key aspect of your event, hence you want this slow food, local sourced vegan restaurant to be your catering partner.



03 WHAT CAN SPONSORS GIVE?



MATERIAL / FINANCIAL

A clear form of sponsorship is financial – the sponsor gives you a money in exchange for some contingencies. We highly advise that you use any funding partly as a prize pool. Communicate that the prize is financed by your sponsor: this is good visibility for them, and an extra selling point for you.

Sponsors can contribute without exchanging money. They can offer a venue, a discount on meals or hotel, rewards like exclusive swag or objects (tablet, book, headset, etc) or a service like filming, etc.

OPPORTUNITIES

Trips, internship, mentoring, networking, visibility - there are all kinds of non-material things that sponsors can offer or assist with.

Brainstorm to what you - and/or your participants - might need to access before or during the event.

Maybe these opportunities function as prizes as well.

TIME

Do not overlook time and human resources as a sponsored item.

Maybe sponsors cannot offer you things with a direct cost, but they can offer time. And what's more: time from skilled, experienced, knowledgeable people.

Consider what human resources, skills, and knowledge sponsors can provide you access to.



04 SECURING PARTNERS



OFFICIALISE THINGS

- Double **check with your legal department**/advisors when it comes to financial donations and prize payments (tax, etc);
- **Put things in writing**: sign a convention or partnership contract;
- Include: duration of partnership, duties of each party, what is being exchanged under which circumstances, and any other relevant clause.

05 ENGAGING PARTNERS



HOW TO KEEP PARTNERS INVOLVED

- Offer a weekly or other regular **meeting** to keep your partners up-to-date with the latest details of your project;
- Send meeting **minutes** to those who can't come, and as a recap;
- Make sure partners are actively **sharing** information about the event through their communications channels (e.g. newsletters, their network of contacts) and resharing any social media posts you may create – if that is part of your partnership deal;
- Don't forget to continuously **thank** them for their support!

06 GRANTS



NARROW DOWN OPTIONS BASED ON YOUR NEEDS

1. Define the budget for your event: how much outside funding/resources do you need? This will help you narrow down the selection of grants.
2. Define your sector and stakeholders: i.e. higher education students or startup owners as your participants, is your event local or national, etc.
3. Define your idea for a project: i.e. support youth, culture, education, business, social or societal aspects, sustainable development, etc.
4. Define what part(s) of your project you needed funding/resources for: i.e. cover travel costs of your experts/mentors.



06 GRANTS



FIND AND APPLY FOR A GRANT

1. Search for grant portals based on your defined idea.
Keep in mind that **foundations** might be quicker to give you an answer.
2. Get to know the project scope and study your eligibility.
Multiply by 1,5x your estimated grant proposal writing time & take care of the needed annexes. Book your time ahead to stay on top of it.

One option is to create a larger project and include your hackathon(s) as part of it. Hackathons are great opportunities for stakeholder engagement, co-design/co-creation processes, innovation, etc.

No matter the results, save your work and the feedback of the grant provider to support you next year.



06 GRANTS



Type	Definition
Research: Project Grants & Innovation	Funding for activities that increases overall knowledge about a field and allows a researcher to tackle a specific problem or develop a specific idea.
Scholarships, Training, or Bursaries	Funding in the form of scholarships, internships, or specialised training that advances the individual's knowledge of the area, not the area itself.
Prizes and Awards	Monetary or other awards presented in recognition of accomplishments in the arts, sciences, or humanities.
Equipment & Materials or Facility Use and Construction	The purchase or use of equipment, materials, or special facilities required to conduct the project. Does not include general expenses.
Travel	Funds for travel expenses arising from programmes.



06 GRANTS



Type	Definition
Collaboration Opportunities & Networking	Funding for any collaborative activity between people working at two or more institutions or in two or more disciplines.
Institutional, Programme, or Curriculum Development	Used to develop or provide a programme to benefit the public, or to develop or provide a curriculum, a course, or other types of training or instruction for the public or for those in a traditional educational setting.
Conferences, Events, or Seminars	Funding to either attend or organise a conference, seminar or affiliated event.
Tenders	An agreement to conduct a specific project or task with stated outcomes.



YOUR QUESTIONS

contact@digieduhack.com

