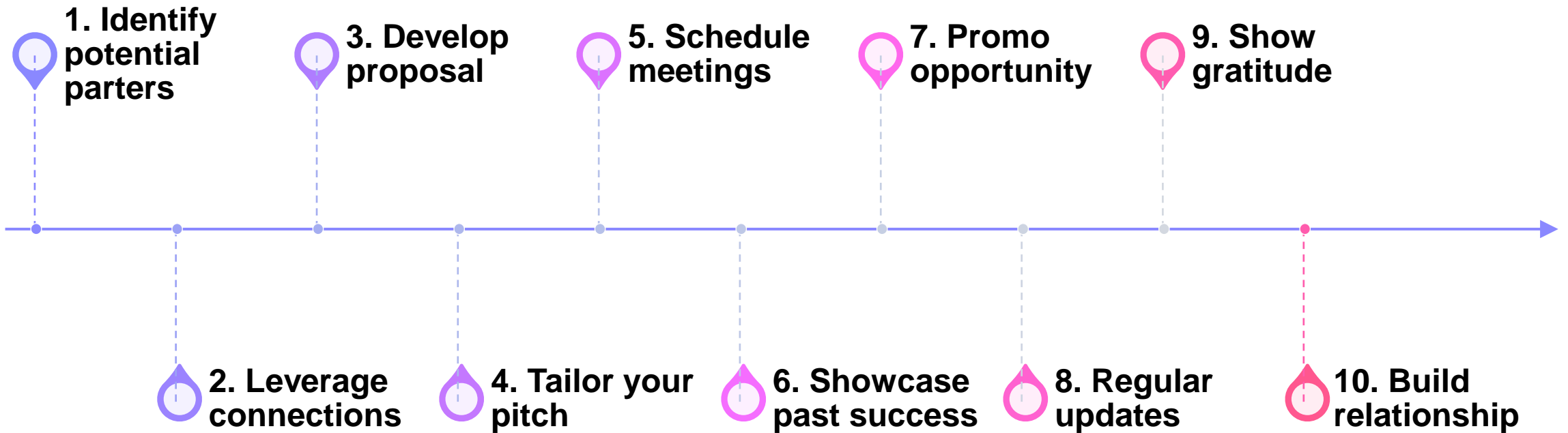# Best Practices

Recruiting partner sponsors for a hackathon requires a strategic approach and effective communication. Here are some good practices to consider when seeking sponsorships!

10 TIPS TO SECURE SPONSORS

1. Identify potential parters

2. Leverage connections

3. Develop proposal

4. Tailor your pitch

5. Schedule meetings

6. Showcase past success

7. Promo opportunity

8. Regular updates

9. Show gratitude

10. Build relationship

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01 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.

02 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.

03 DEVELOP A SPONSOR 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.

04 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.

05 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.

06 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.

07 OFFER PROMO 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.

08 PROVIDE 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.

09 EXPRESS 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.

10 BUILD RELATIONSHIPS

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

In Summary

Remember: recruiting sponsors is a process that requires persistence, professionalism, and effective communication. By following these best practices, you can increase your chances of securing valuable support for your hackathon.

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GOOD LUCK!

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