



Guidelines on Corporate Sponsorship

The following guidelines serve to help NMOs identify corporate sponsors, develop sponsorship proposals, secure funding and manage relationships with corporate sponsors.

I Getting Started

Consider how your organisation can benefit a company or alternatively has a human connection to PID through a relative or friend. Then identify a list of potential sponsors to approach. The first questions to ask when listing potential sponsors are:

- Are your potential sponsors compatible with your organization and its goals?
- Is there any conflict of interest between your potential sponsors and what you want to get out of your proposal?
- Have these potential sponsors supported your organization or any similar ones in the past?
- What benefits can your organization offer to potential sponsors?
- Do you need sponsorship for projects, in cash, in-kind or a mix?
- State the different levels of sponsorship that are available.

It might be useful to filter potential sponsors into global and local groups, as follows:

Global groups – are business that operate on an international level like large pharmaceutical firms, IT firms etc. First look at sponsors of umbrella groups or allied professional groups. For instance look at the IPOPI or PI Week sponsors and then get in touch with those firm's offices in your country. There are also a number of global companies that take an interest in sponsoring initiatives around the world as part of their CSR (corporate social responsibility) commitment, examples of such groups include Microsoft, Vodafone, Coke, Danone etc.

Local groups and businesses can also be contacted about possible sponsorship opportunities this can include: national insurance companies, telecom companies, national banks, manufacturers or retailers of babies and children products etc. Think of family, friends, neighbours who work for any such companies and whether they have contacts. A PID group should always approach first and foremost companies that have a direct interest in PID.

You should also profile your sponsorship needs by placing a "Donate Now" in highly-trafficked areas of your website.

II Your Offer

Before contacting businesses you need to outline what benefits you are offering in your sponsorship proposal. This should include the following sections:

- Description of your organisation
- Objectives of your organisation
- Facts about PID
- Benefits of sponsorship



Guidelines on Corporate Sponsorship

III What is in it for me?

Companies like to see tangible benefits for their sponsorship in terms of profiling and acknowledgement from your organisation, you need to clearly outline the benefits of sponsorship in your sponsorship proposal for instance:

- prominent positioning of the company's logo on your website, on event programmes, invitations etc.
- Attendance at events or as speaker at events
- TV or radio coverage of your events
- Involvement of a leading celebrity, Member of Parliament or Minister.

IV Approaching Sponsors

- The key to success is about building and maintaining relationships with your sponsors and potential sponsors. It is important to get to know companies that are relevant to your organisation.
- Submit your sponsorship proposal several months in advance to your sponsors. Your sponsorship proposal can be sent by email and by regular mail with a follow up call to make sure the person you have contacted has indeed received your communication. In your opening letter you should request a meeting to discuss opportunities and finalise a sponsorship agreement that suits everyone. Take into account companies' budgeting cycles to ensure they are aware of your event and the costs of sponsorship before they close their budget so that they can allocate the necessary funds to sponsor your event.
- Follow up your submission by telephone a few days later and request a meeting to discuss potential sponsorship opportunities.
- Get your sponsor's written commitment by requesting them to sign a tailored sponsorship proposal.

Companies may not have sufficient finances when you first meet them but this can turn around very quickly, so regular and effective communication is important. Once contact is established ensure that you stay in regular communication with the potential sponsor by adding them to your address list for newsletters etc.

V Packaging and Cost

It is important to establish different types of sponsorship which you can offer to your potential sponsors. Some firms prefer exclusive agreements, others are open to multiple sponsorship arrangements.

It is vital to ensure that the sponsorship grants you will receive include a provision to cover your organisation's operational costs. If you want your organisation to develop you must ensure that sponsorship grants do not only cover out of pocket expenses but also operational costs (i.e. the costs of your office, logistical support, core activities, staff costs etc)

Sponsorship can be offered in various ways including:



Guidelines on Corporate Sponsorship

- Annual sponsorship e.g. gold/platinum or partner/associate
- Event sponsorship e.g. Anniversary event, NMO launch event, PI week event or other event
- Publication sponsorship
- Blog /online forum or Q&A sponsorship
- Web page sponsorship

VI Nurturing the relationship

It is important to communicate frequently with sponsors, praise their participation and request feedback on their experiences with your organisation and the event or programme that they have sponsored. You should also officially thank your sponsors. This can be done at the end of an event in speeches, through an official letter signed by your organization's President, in newsletters on your website and in person.

VII Corporate Guidelines

Your relationship with your sponsors should be clearly defined through a set of corporate guidelines. Corporate guidelines will ensure that your independence will never be compromised or that your corporate relationships will not affect your organisation's credibility or integrity. In all dealings, it is imperative that you maintain the trust of your members, the public and national governments. IPOPI's corporate guidelines provide a good template which you are free to reproduce for your organisation. You will find them [here](#).

VI IPOPI NMO Support Programme

Finally, you can also consider applying for funding from the IPOPI NMO Support Programme. This programme has been created to assist mainly new and emerging NMOs to become effective organisations. The fund is also open to all NMOs as a resource to encourage programs to improve diagnosis and optimal treatment and care for people with primary immunodeficiencies. For further details check [here](#).