



# Sponsorships for Crowdfunding & Beyond

## Part 2

Presented by  
**A.J. Steinberg**, CFRE



**QueenBee**  
Fundraising



## *About your presenter:* A.J. Steinberg, CFRE



- I have been a professional event producer since 1999 specializing in nonprofit events
- I have produced over 100 successful events over the past two decades and raised millions of dollars for my clients
- In 2015 I started Queen Bee Fundraising to help nonprofits everywhere, no matter their size, create profitable and engaging events

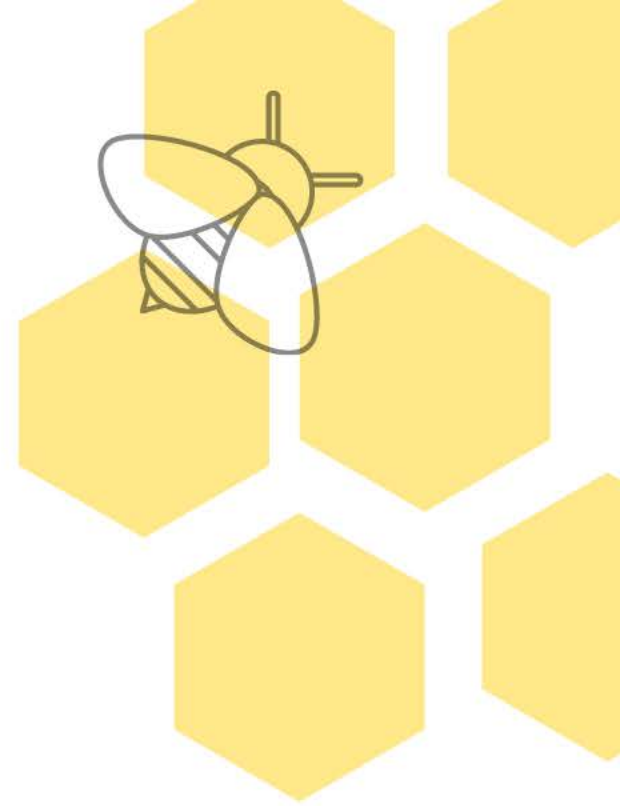




# Part 2

What we'll be covering:

1. Review of our SWOT analysis
2. Prospecting the Prospects
3. Prospect Outreach
4. Creating Sponsorship Materials
5. Sponsor Stewardship





# This is where we move from marketing to sales

## Marketing vs. Sales

- Marketing - understanding needs
- Marketing - understanding motivations
- Sales - forming relationships
- Sales – giving confidence in product



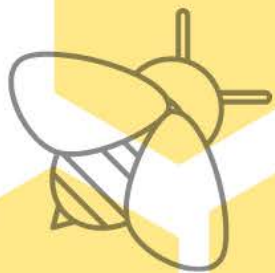




# Section 1

## Reviewing Your SWOT Analysis

|          | HELPFUL                               | HARMFUL                            |
|----------|---------------------------------------|------------------------------------|
| INTERNAL | <div>S</div> <div>STRENGTHS</div>     | <div>W</div> <div>WEAKNESSES</div> |
| EXTERNAL | <div>O</div> <div>OPPORTUNITIES</div> | <div>T</div> <div>THREATS</div>    |



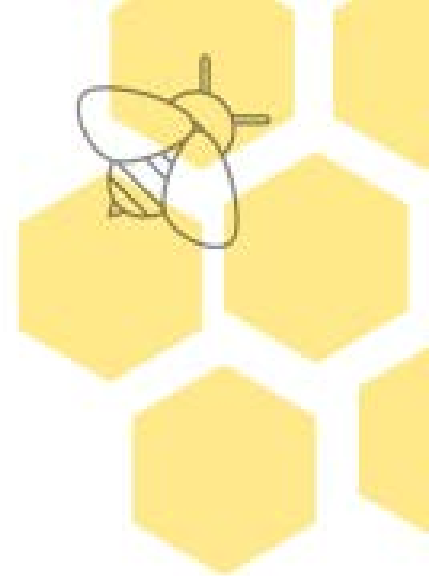
## **Section 2:**

# **Finding Your Prospects**



# 3 Steps to Sales

- Prospecting
- Outreach
- Follow-through



# There are 3 types of PROSPECTS

## 1. Hot prospects

- Past sponsors

## 2. Warm prospects

- Board and committee member contacts
- Businesses where you spend your money
- Companies that want your business

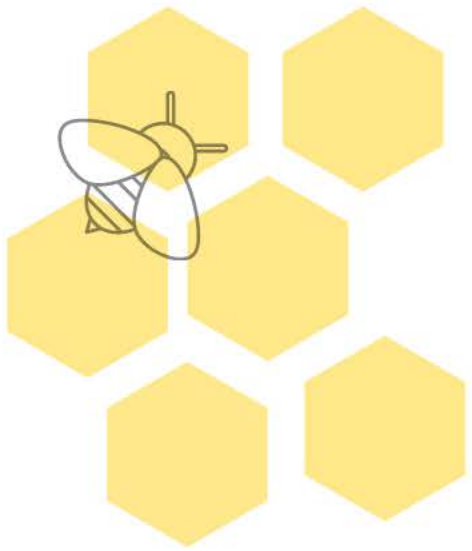
## 3. Cool prospects

- Research what businesses are supporting other events in your area, and then make a cool prospect list









## Section 3: Prospect Outreach

*(ideally at least 6-9  
months prior to event)*

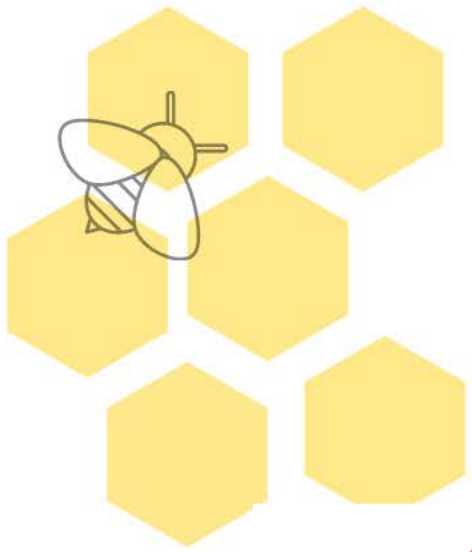




# Make it easy for Board & Volunteers!



- Let them know the game plan
- They only need to make the first touch (intro)
- You or designated person will do all follow up
- Change their mindset about Asking



**You aren't asking for money.  
You are offering an**





# OUTREACH – do it right!

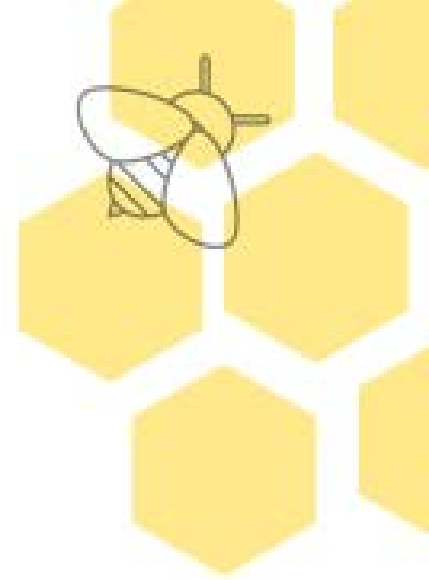


- You only have one chance to make a first impression
- Carefully select the best person for the first touch
- Identify the proper contact person at prospect company
- Customize the script to reflect each prospect
- Script the solicitation pitch using bullet points




# Sample Script Bullet Points

- Excited about this collaboration
- So much synergy between ORGANIZATION and SPONSOR PROSPECT
- We see this sponsorship being the perfect fit for SPONSOR PROSPECT
- This will give you exposure on a consistent basis to your target audience
- This places you squarely in the role of trusted partner
- As you can see by our ORGANIZATION'S statistics, our social media has an extensive loyal following
- This is a ground floor opportunity to align SPONSOR PROSPECT with our new program, and your collaboration's impact will only grow as our new program expands its reach
- Is there anything that you don't see on this sponsorship package that would be of value to SPONSOR PROSPECT?



# Outreach is done AFTER your sponsorship materials are created



PRESENTED BY  
**ACT TODAY!**  
Autism Care and Treatment

13th Annual  
**DENIM Diamonds & STARS**

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## PREMIUM SPONSORSHIP LEVELS

### Presenting Sponsor \$25,000


**ONLY ONE AVAILABLE**

- Presenting Sponsor logo at top of invitation and all event materials
- Dedicated press release announcing sponsorship
- Two (2) premium VIP dinner tables of 10 with personalized welcome notes to your guests
- Specially chosen wine upgrades and dedicated wait staff for your table
- A special gift for each of your guests at their place setting
- Co-branded VIP Cocktail Reception
- Half page ad in luxury Westlake Magazine's Sept/Oct 2018 edition
- Corporate logo placed on event Red Carpet Step and Repeat
- Full-page back cover ad in the event tribute book
- Corporate logo on bidding paddles
- Corporate logo and name recognition included on all pre/post event e-communications
- One monthly mention on ACT Today! and DD&S Facebook pages
- Prominent hyperlinked logo on the DD&S website and in ACT Today's newsletters
- Prominent dedicated corporate signage throughout the event site
- Table for corporate collateral material and representative in cocktail area
- Corporate name/logo prominently displayed on screen loop during dinner program
- Special thanks and verbal recognition as Presenting Sponsor during stage program
- Sponsor representative will come to stage as a presenter
- Two-minute corporate "hero" video played during stage program (produced and provided by sponsor)

### Diamond Sponsor \$20,000

**SOLD**

- Diamond Sponsor logo placement and recognition on all event materials
- Dedicated press release announcing sponsorship
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- Sponsor representative will come to stage as a presenter



*ACT Today! provides grant money for families that cannot afford or access the treatments their autistic children need.*

*From protective helmets, to social skills groups, to ABA and biomedical treatments, ACT Today! does everything they can to help autistic children achieve their highest potential.*





## Presenting your Sponsorship Deck



- Hot prospects should be called on the phone first
- Warm prospects can be emailed intro letter and deck
- Cold prospects can be emailed intro letter and deck
- You need a great cover letter to accompany the deck



# The Cover Letter

- If emailing your materials, your cover letter is the email
- Personalize it as much as possible
- Include highlights from Sponsorship Deck
- Have ED, President, or Board Director sign it



**WHEN?**

# Printing Hard Copies of the Deck

- For top sponsor prospects and select board members
- Determine in advance who will get hard copies
- You still need a cover letter even if hand-delivering
- Follow up any meeting by sending PDF of the deck





**Section 4:**

# **Creating Sponsorship Materials**



© Getty Images | Image is subject to copyright

What grabs your attention? This...

cupcakes

Or this!



Is this what your past  
sponsorship  
materials looked like?

I will show you how to  
go from this...

## Sponsorship Levels

If you would like to become a sponsor for the **ANONYMOUS ORGANIZATION**, please email Jane Doe or call 555-888-7020 or purchase a sponsorship online.

### **Platinum: \$20,000**

- 4 complimentary tables of 10
- Business name listed on the invitation
- Business name and logo prominently displayed at the event
- Opportunity to address the audience

### **Gold: \$15,000**

- 3 complimentary tables of 10
- Business name listed on the invitation
- Business name and logo prominently displayed at the event

### **Silver: \$10,000**

- 2 complimentary tables of 10
- Business name listed on the invitation
- Business name and logo prominently displayed at the event

### **Bronze: \$5,000**

- 1 complimentary table of 10
- Business name listed on the invitation
- Business name and logo prominently displayed at the event







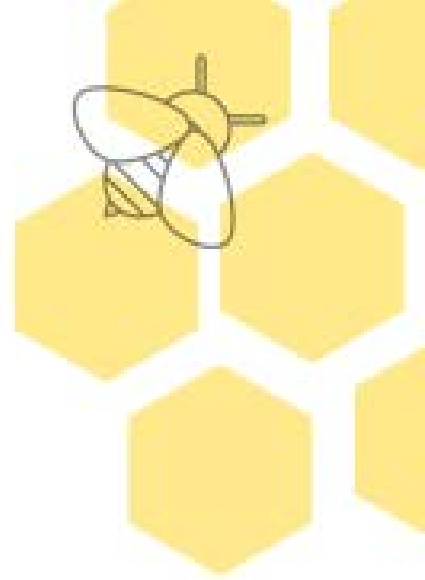
# A sponsorship deck must...

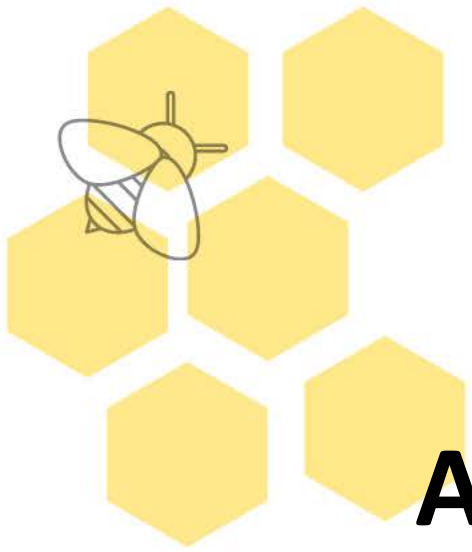
- Tell the story of your organization
- Tell the story of your programs
- Tell the story of your event
- Give awesome sponsorship levels & perks
- Give your contact information



# And, most importantly, it must

- Prove a case for sponsorship
- Give prospects confidence in the quality of your event





**A great option:  
CANVA.COM**





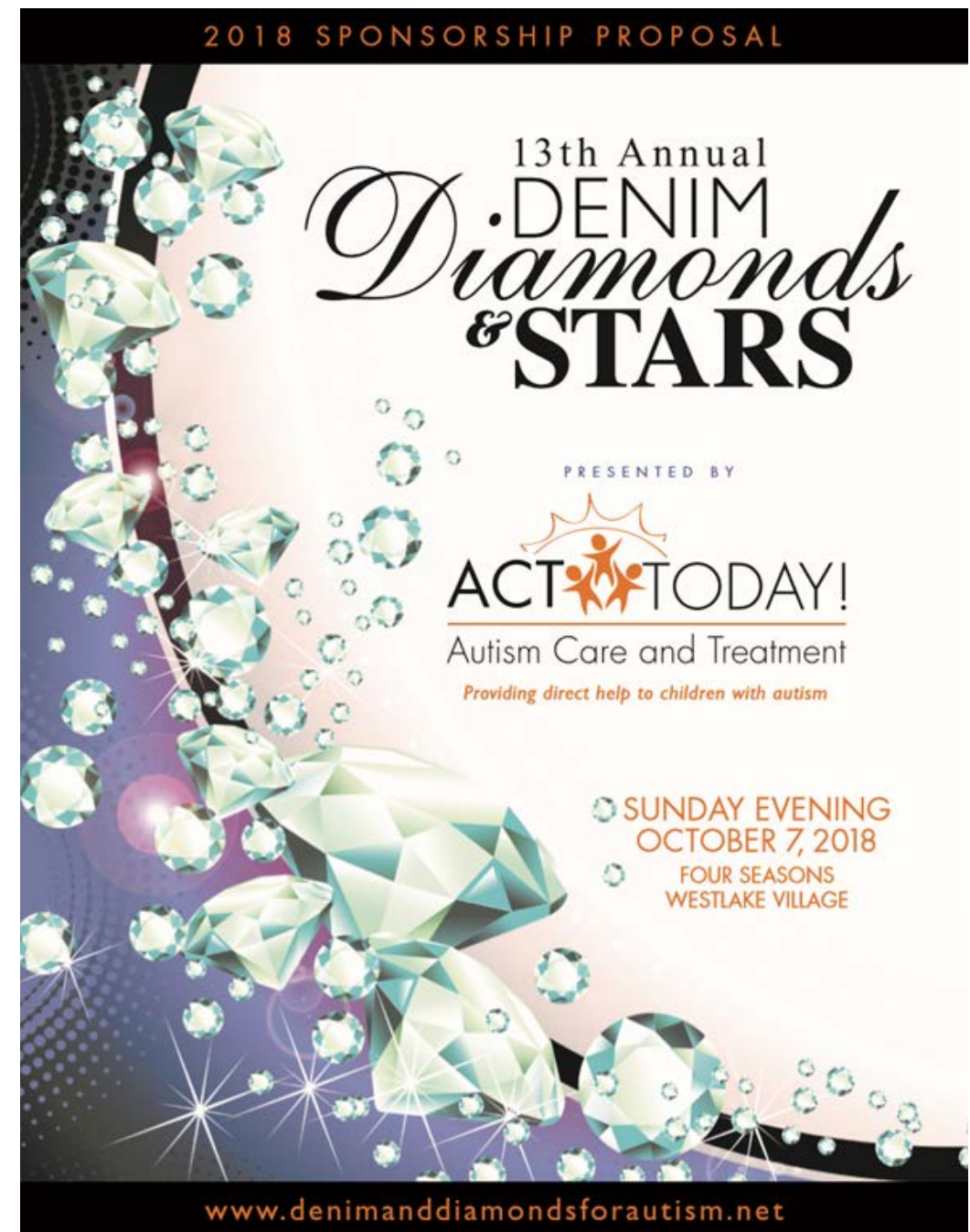
# The elements to include in your Sponsor Deck

1. Beautiful cover
2. About us/what we do
3. Testimonials & pictures about organization
4. Photos and details about past events
5. Past sponsors' glowing testimonials
6. Top sponsorship levels
7. Remaining sponsorship levels
8. Save the Date and contact info



## The Cover:

- Uses your event's graphic motif
- Has your logo
- Has information on your event





# About us/what we do:

- Include your event branding
- Include info on your challenges
- Include info on your mission
- Include info on your event



PRESENTED BY  
**ACT Today!**  
Autism Care and Treatment

13th Annual  
**DENIM  
Diamonds  
& STARS**

One in 59 children in America have an autism spectrum disorder (ASD).

Autism is more common than juvenile diabetes, pediatric AIDS and pediatric cancer combined.

Early and intense therapies have been proven to be effective yet most children go without them due to financial constraints.

ACT Today! fills a necessary gap by providing assistance for these children today to ensure they have a better tomorrow.



*Providing direct help to children with autism*

### OUR MISSION

***ACT Today! stands for Autism Care and Treatment Today!***

ACT Today! is a national nonprofit 501(c)(3) organization whose mission is to raise awareness and provide treatment services and support to families to help their children with autism achieve their full potential. Our goal is to introduce and help facilitate early and on-going treatment by providing the necessary resources (including referrals, funding and guidance) to individuals with autism and their families.

Studies demonstrate that early and intense intervention is important when treating individuals with autism, yet sadly very few of the effective treatments are covered by medical insurance and families are often relegated to piece together a treatment program for their child via multiple funding sources. Often, the child with autism must go without vital interventions due to financial constraints.

ACT Today! strives to provide necessary services so that each child with autism can reach his or her highest potential. Since 2005, ACT Today! has helped more than 1,400 families and has distributed over \$1.65 million dollars in grants through these unique programs:

- Special Needs Summer School Program
- Social Skills Learning Program
- Assistive Technologies Program
- Medical Help Today! Program
- Safety Today! STOP Autism Death by Elopement Program
- Applied Behavioral Analysis (ABA) Today! Program
- ACT Today! for Military Families
- ACT Today! Español

### THE FUNDRAISER

***This red carpet event is a perennial hot ticket!***

Please join ACT Today! in supporting children with autism and their families as they face the overwhelming emotional and financial challenges of getting care and treatment.

ACT Today!'s 13th Annual Denim, Diamonds & Stars fundraiser is one of Southern California's most highly anticipated events, and sells out every year, months prior to the date. More than 500 supporters are expected to attend the 2018 event, including high net worth individuals, international business owners, entrepreneurs, celebrities, dignitaries, socialites, press and the community.

The red carpet festivities will begin at 4:30 pm and feature a reception (and VIP reception), silent and live auctions, special headline musical guest, seated dinner catered by Four Seasons Westlake Village, celebrity presenters and special honorees.

We invite you to provide important financial support to children with autism by becoming a sponsor for the 13th Annual Denim, Diamonds & Stars.

# Testimonials & pictures about organization:

- Include your event branding
- Include quotes from beneficiaries
- Include quotes from supporters
- Include photos





**“** I’m at such a loss for words. All of the time and love from ACT Today! foundation . . . **I would have never imagined that I would have received such an embrace. For the first time tonight, I drove. I just drove. No fears. No worries. I just drove...**

— The Brown Family

**“** I just wanted to let you all know how extremely grateful I am to your organization. **Because of the grant, my son with autism, Timmy, has been participating in therapeutic horse riding. The growth he has shown through this program has been remarkable. Timmy’s confidence, balance, attention, and social skills have all been improving. Thank you all so much for making this possible.**

— Tim, Emily, Joel, Ben, and Timothy, Jr.

**“** We have two boys, Kaleb (7yr) and Castiel (4yr), who are **both on the autism spectrum and have other medical issues.** Sora, the service dog, will help Kaleb with various tasks that **will improve his safety and independence** as a part-time wheelchair user. Thank you! **This has been a huge blessing to our family.**

— Kaleb and Castiel’s Family



**“** My son Sal loves being outside and not having a fence was a problem, he would constantly run away and we live on a busy street. **Now that your grant has provided the fence, we can enjoy our backyard as a family. It is such a relief to know he is safe even if we turn our heads for a minute. Thanks so much for PEACE OF MIND!**

— Sal’s Family



**“** **There are angels on this earth.** We never know the form they are going to take. But we know through the kindness of strangers that they are there. Every day we experience so many trials it is hard to remember good things are still happening. **This organization is one of those “good things”.**

— Camille and Caragh’s Family

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# Photos & details about past events:

- Include your event branding
- Include past media exposure
- Include pictures of event
- Include photos of sponsor exposure



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Autism Care and Treatment

13th Annual  
**DENIM  
Diamonds  
& STARS**

**JOIN THE EXCITEMENT!**

In 2017,  
Denim, Diamonds & Stars  
media placements included,  
but were not limited to:

- In Touch Magazine
- Los Angeles Times
- The Hollywood Reporter
- NY Post
- Getty Images
- Wire Image
- Splash Magazine
- Boston Magazine
- Westlake Magazine
- Globe Photos
- Film Magic
- CWG Magazine
- Los Angeles Daily
- CBS-TV Los Angeles
- Press Pass LA
- Beverly Hills Times
- ABC-TV Los Angeles
- ...and many, many more.



Magic Johnson with Holly Robinson & Rodney Peete



Howie Mandel



Olivia Newton-John



Shemar Moore



Joe Mantegna



David Boreanaz



Nolan Gould with Nancy Alspaugh-Jackson & Dr. Doreen Granpeesheh



Tom Bergeron & Brooke Burke



Nancy Grace & Florence Henderson



Adam Levine

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# Past sponsors' glowing testimonials:

- Include your event branding
- Include glowing sponsor quotes
- Include sponsor logos

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**ACT TODAY!**  
Autism Care and Treatment

**13th Annual DENIM Diamonds & STARS**

**OUR SUCCESS**

*Rave reviews from past sponsors set the tone for this year's event!*

These community leaders have provided ACT Today! with the essential volume of guidance, senior-level support and resources that are key in presenting the annual Denim, Diamonds & Stars gala. ACT Today! is looking for strategic support and by offering the gift of sponsorship, your generosity will make their mission possible. Corporate partners play a vital role in providing treatment services and support for those families affected by autism. As a meaningful partner, you have a unique opportunity to build stronger community ties while changing the face of autism throughout the nation.

**Westlake Magazine**

**"Genuine Commitment"**

REBECCA GRAY GROSSMAN  
Publisher / Editorial Director  
Powerhouse Lux Media, Inc.

Westlake Magazine has been a media sponsor for ACT Today's annual Denim, Diamonds & Stars event for nine years. Act Today! Autism Care and Treatment has made a name both locally and globally for their genuine commitment and hard work supporting individuals and families affected by autism. Our publication is honored to be associated with such an incredibly impactful organization and proud to be approaching our tenth year as a media sponsor.

**TW TOLMAN & WIKER**  
INSURANCE SERVICES, LLC  
Established 1966 (Austin Office 1987)

**"Greatest Privileges"**

GREGORY C. ANDERSON  
ACT Today! Founding Board Member  
Tolman and Wiker Insurance Services

Personally, and corporately, it has been one of my and our firm's greatest privileges and pleasures to support ACT Today! For more than 12 years, ACT Today! has served our families by reaching into their homes and lives and providing the financial wherewithal to meet the real, everyday needs of their children.

**COMPASS**

**"Meaningful and Profound"**

STEPHEN & LIZ KASENO  
Co-Founders, Calabasas Office  
Compass

This past year, we were able to connect two of our clients with ACT Today!, in meaningful and profound ways. Compass' mission statement is to "Help Everyone Find Their Place In The World." It was a connection that fit. We look forward to being able to find new connections and ways to support ACT Today! — this year and in the future.

**LATHAM & WATKINS LLP**

**"Immediate Needs"**

WILLIAM J. CERNIUS  
Partner  
Latham & Watkins LLP

ACT Today! helps people with autism right now. Whether it is a stair-gate, or paying for a diagnosis appointment to allow a child to access public benefits, they are here to address the immediate needs that parents have for their children with autism. My wife and I are proud to have been a part of the effort from the beginning and excitedly look forward to helping many more kids.

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# Top sponsorship levels:

- Include your event branding
- Include top two sponsor levels
- Include photo & quote to remind them who you are and what you do



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**ACT Today!**  
Autism Care and Treatment

13th Annual  
**Diamonds & Stars**

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### PREMIUM SPONSORSHIP LEVELS

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#### Presenting Sponsor \$25,000

**ONLY ONE AVAILABLE**

- Presenting Sponsor logo at top of invitation and all event materials
- Dedicated press release announcing sponsorship
- Two (2) premium VIP dinner tables of 10 with personalized welcome notes to your guests
- Specially chosen wine upgrades and dedicated wait staff for your table
- A special gift for each of your guests at their place setting
- Co-branded VIP Cocktail Reception
- Half page ad in luxury Westlake Magazine's Sept/Oct 2018 edition
- Corporate logo placed on event Red Carpet Step and Repeat
- Full-page back cover ad in the event tribute book
- Corporate logo on bidding paddles
- Corporate logo and name recognition included on all pre/post event e-communications
- One monthly mention on ACT Today! and DD&S Facebook pages
- Prominent hyperlinked logo on the DD&S website and in ACT Today's newsletters
- Prominent dedicated corporate signage throughout the event site
- Table for corporate collateral material and representative in cocktail area
- Corporate name/logo prominently displayed on screen loop during dinner program
- Special thanks and verbal recognition as Presenting Sponsor during stage program
- Sponsor representative will come to stage as a presenter
- Two-minute corporate "hero" video played during stage program (produced and provided by sponsor)

#### Diamond Sponsor \$20,000

**SOLD**

- Diamond Sponsor logo placement and recognition on all event materials
- Dedicated press release announcing sponsorship
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- Special thanks and verbal recognition as Diamond Sponsor during stage program
- Sponsor representative will come to stage as a presenter



*ACT Today! provides grant money for families that cannot afford or access the treatments their autistic children need.*

*From protective helmets, to social skills groups, to ABA and biomedical treatments, ACT Today! does everything they can to help autistic children achieve their highest potential.*



# Remaining sponsorship levels:

- Include your event branding
- Include remaining sponsor levels
- Include photo and logo to remind them who you are and what you do



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Autism Care and Treatment

**13th Annual**  
**DENIM**  
**& STARS**

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**SPONSORSHIP LEVELS**

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**Platinum Sponsor**  
**\$15,000**

**ONLY THREE AVAILABLE**

- Platinum Sponsor logo placement and recognition on all event materials
- Two (2) premium VIP dinner tables of 10 with personalized welcome notes to your guests
- A special gift for each of your guests at their place setting
- Branded specialty element: choose from logo branded ice luge, or branded photo booth, or branded DJ set
- Corporate logo placed on event Red Carpet Step and Repeat
- Interior full-page ad in the event tribute book
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- Prominent hyperlinked logo on the DD&S website and in ACT Today's newsletters
- Prominent dedicated corporate signage throughout the event site
- Corporate name/logo prominently displayed on screen loop during dinner program
- Special thanks and verbal recognition as Platinum Sponsor during stage program

**VIP Sponsor**  
**\$10,000**

- VIP Sponsor logo placement and recognition on all event materials
- Two (2) premium VIP dinner tables of 10 with personalized welcome notes to your guests
- A special gift for each of your guests at their place setting
- Interior full-page ad in the event tribute book
- Corporate logo and name recognition included on all pre/post event e-communications
- One monthly mention on ACT Today! and DD&S Facebook pages
- Hyperlinked logo on the DD&S website and in ACT Today's newsletters
- Corporate name/logo displayed on screen loop during dinner program
- Special thanks and verbal recognition as VIP Sponsor during stage program

**Patron Sponsor**  
**\$5,000**

- One (1) premium VIP dinner table of 10 with personalized welcome notes to your guests
- A special gift for each of your guests at their place setting
- Interior half-page ad in the event tribute book
- Corporate logo and name recognition included on all pre/post event e-communications
- One monthly mention on ACT Today! and DD&S Facebook pages
- Hyperlinked logo on the DD&S website and in ACT Today's newsletters
- Corporate name/logo displayed on screen loop during dinner program

**ACT TODAY!**  
Autism Care and Treatment

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# Save the date & contact information:

- Include your event branding
- Use your Save the Date
- Include detailed contact info
- If possible, make clickable links

The poster features a vertical column of large, faceted diamonds on the left side. The background is a gradient of light blue and white. The text is primarily in black and blue. The event title is in a large, elegant script. The date and location are in a bold, sans-serif font. The honorees are listed with their names in a cursive script and their titles in a smaller, sans-serif font. The host's name is in a large, elegant script. The bottom section has a dark blue background with white text.

2018 SPONSORSHIP PROPOSAL

13th Annual  
**DENIM  
Diamonds  
& STARS**

PRESENTED BY  
**ACT TODAY!**  
Autism Care and Treatment  
Providing direct help to children with autism

**SUNDAY EVENING, OCTOBER 7, 2018**  
FOUR SEASONS WESTLAKE VILLAGE

*Honorees*

 **Golden Cowgirl Award**  
*Joanne Lara*  
of Autism Works Now!

 **Visionary Award**  
*Rose van Wier Hein*  
of Golden Heart Ranch

 **ACTivist Award**  
*Richard Schiff*  
Emmy-winning actor/producer/director from The Good Doctor and The West Wing

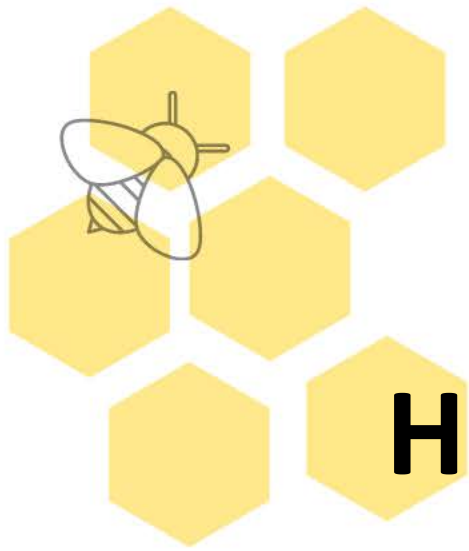
 **Host**  
*Marc Summers*  
Comedian and television personality

Your contribution is tax deductible. ACT Today! is a 501 (c)(3) non-profit organization. Federal Tax ID# 20-1424642

**RESERVE YOUR DENIM, DIAMONDS & STARS EXPERIENCE TODAY.**  
Sponsorships are limited. For an immediate response, please contact:

**PAUL RYCUS**  
Programs and Operations Manager  
Toll-Free: 877-9ACT-TODAY • paul@acttoday.org • www.acttoday.org

**www.denimanddiamondsforautism.net**



**Here is a nifty tool:**

**A digital flip book!**





2018 SPONSORSHIP PROPOSAL

13th Annual  
*DENIM*  
*Diamonds*  
& **STARS**

PRESENTED BY

**ACT TODAY!**  
Autism Care and Treatment  
*Providing direct help to children with autism*

SUNDAY EVENING  
OCTOBER 7, 2018  
FOUR SEASONS  
WESTLAKE VILLAGE

[www.denimanddiamondsforautism.net](http://www.denimanddiamondsforautism.net)





One in 59 children in America have an autism spectrum disorder (ASD).

Autism is more common than juvenile diabetes, pediatric AIDS and pediatric cancer combined.

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Providing direct help to children with autism

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- Social Skills Learning Program
- Assistive Technology Program
- Medical Help Today! Program
- Safety Today! "CEO" Autism Death by Exposure Program
- Applied Behavior Analysis (ABA) Today! Program
- ACT Today! for Military Families
- ACT Today! Hospital

#### THE FUNDRAISER

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The red carpet festivities will begin at 4:30 pm with a live auction (and VIP reception), show and live auction, special headline musical guest, seated dinner covered by Free-Admission VIPs, and many programs and special features.

We invite you to provide important financial support to children with autism by becoming a sponsor for the 13th Annual Denim & Stars.



“

**I'm at such a loss for words. All of the time and love from ACT Today! foundation. I would have never imagined that I would have received such an embrace. For the first time tonight, I drove. I just drove. No fears. No worries. I just drove...**

— The Brown Family



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*I just wanted to let you all know how extremely grateful I am to your organization.*

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— Tim, Emily, Joel, Ben, and Timothy, Jr.

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**Sons, the service dog, will help Kaleb with various tasks that will improve his safety and independence as a part-time wheelchair user. Thank you! This has been a huge blessing to our family.**

— Kaleb and Castiel's Family



“

**My son Sal loves being outside and not having a fence was a problem, he would constantly run away and not be on a leash. Now that your grant has provided the fence, we can enjoy our backyard as a family. It is such a relief to know he is safe even if we turn our heads for a minute. Thanks so much for PEACE OF MIND!**

— Sal's Family



“

**There are angels on this earth.**

**We never know the form they are going to take. But we know through the kindness of strangers that they are there. Every day we experience so many trials it is hard to remember good things are still happening. This organization is one of those "good things".**

— Corinne and Coragh's Family





PRESENTED BY

13th Annual  
**DENIM  
Diamonds  
& STARS**

**JOIN THE EXCITEMENT!**

In 2017, Denim, Diamonds & Stars media placements included, but were not limited to:

- In Touch Magazine
- Los Angeles Times
- The Hollywood Reporter
- NY Post
- Daily News
- Vice Magazine
- Spin Magazine
- Boston Magazine
- Wixlax Magazine
- Studio Photo
- The Mirror
- CWD Magazine
- Los Angeles Daily
- CBS TV Los Angeles
- Press Pass LA
- Beverly Hills Times
- ABC TV Los Angeles
- ...and many, many more.



Magic Johnson with Beth Behnam & Roshay Pate



Blake Shelton



David Beckham



Shawn Ryan



Joe Manganiello



David Aronow



Baker Gault with Nancy Alough-Jackson & Dr. Dennis Compendio



Zach Braffert & Brooke Barke



Nancy Grace & Florence Brundage



Adam Levine



PRESENTED BY

13th Annual  
**DENIM  
Diamonds  
& STARS**

**OUR SUCCESS**

*Rave reviews from past sponsors set the tone for this year's event!*

These community leaders have provided ACT Today! with the essential status of gratitude, active local support and resources that are key to preventing the annual Denim, Diamonds & Stars gala. ACT Today! is looking for strategic support and by offering the gift of sponsorship, your generosity will make their mission possible. Corporate partners play a vital role in providing treatment services and support for these families affected by autism. As a meaningful gesture, you have a unique opportunity to build strategic community ties while changing the face of autism throughout the nation.

**"Genuine Commitment"**

REBECCA GRAY GROSSMAN  
Publisher / Editor General  
Pennebaker Inc Media, Inc.

Wixlax Magazine has been a media sponsor for ACT Today's annual Denim, Diamonds & Stars event for nine years. Act Today! Autism Care and Treatment has made a name both locally and globally for their genuine commitment and hard work supporting individuals and families affected by autism. Our publication is honored to be associated with such an incredibly impactful organization and proud to be approaching our tenth year as a media sponsor.

**"Greatest Privileges"**

GREGORY C. ANDERSON  
ACT Today! Executive Board Member  
Tolman and Wither Insurance Services

Personally and generously, it has been one of my and our firm's greatest privileges and pleasures to support ACT Today! For more than 12 years, ACT Today! has served our families by reaching into their homes and lives and providing the financial wherewithal to meet the real, ever-play needs of their children.

**"Meaningful and Profound"**

SHEREN & UZ KASINO  
Co-founders, California Office  
Compass

This past year, we were able to connect two of our clients with ACT Today! in meaningful and profound ways. Compass' mission statement is to "Help Everyone Find Their Place in The World." It was a connection that led us look forward to being able to find new connections and ways to support ACT Today! — this year and in the future.

**COMPASS**

**"Immediate Needs"**

WILLIAM E. CERNUS  
Partner  
Latham & Watkins LLP

ACT Today! helps people with autism right now. Whether it is a strategic, or paying for a diagnosis appointment to allow a child to access public benefits, they are here to address the immediate needs that parents have for their children with autism. My wife and I are proud to have been a part of the effort from the beginning and excitedly look forward to helping many more kids.

**LATHAM & WATKINS**



## PREMIUM SPONSORSHIP LEVELS

Presenting Sponsor  
\$25,000

- Presenting Sponsor logo at top of invitation and all event materials
- Dedicated press release announcing sponsorship
- Two (2) premium VIP dinner tables of 10 with personalized welcome notes to your guests
- Specialty chosen wine upgrade and dedicated wait staff for your table
- A special gift for each of your guests at their place setting
- Co-branded VIP Cocktail Reception
- Half page ad in January Website/Magazine's Sept/Oct 2018 edition
- Corporate logo placed on event Red Carpet Sign and Baggage
- Full page back cover ad in the event take away book
- Corporate logo on building podium
- Corporate logo and name recognition included on all pre/post event communications
- One monthly mention on ACT Today's and DENIM Facebook pages
- Prominent hyperlinked logo on the DENIM website and in ACT Today's newsletter
- Prominent dedicated corporate signage throughout the event site
- Table for corporate collateral material and representative in cocktail area
- Corporate name logo prominently displayed on screen loop during dinner program
- Special thanks and verbal recognition in Diamond Sponsor during stage program
- Sponsor representative will come on stage as a presenter
- Two premium corporate "hero" video played during stage program (scripted and provided by sponsor)

Diamond Sponsor  
\$20,000

- Diamond Sponsor logo placement and recognition on all event materials
- Dedicated press release announcing sponsorship
- Two (2) premium VIP dinner tables of 10 with personalized welcome notes to your guests
- Specialty chosen wine upgrade and dedicated wait staff for your table
- A special gift for each of your guests at their place setting
- Co-branded VIP Cocktail Reception
- Corporate logo placed on event Red Carpet Sign and Baggage
- Interior full page ad in the event take away book
- Corporate logo and name recognition included on all pre/post event communications
- One monthly mention on ACT Today's and DENIM Facebook pages
- Prominent hyperlinked logo on the DENIM website and in ACT Today's newsletter
- Prominent dedicated corporate signage throughout the event site
- Table for corporate collateral material and representative in cocktail area
- Corporate name logo prominently displayed on screen loop during dinner program
- Special thanks and verbal recognition in Diamond Sponsor during stage program
- Sponsor representative will come on stage as a presenter



ACT Today! provides grant money for families that cannot afford or access the treatments their autistic children need.

From protective helmets, to social skills groups, to ABA and biomedical treatments, ACT Today! does everything they can to help autistic children achieve their highest potential.

## SPONSORSHIP LEVELS

Platinum Sponsor  
\$15,000

- Platinum Sponsor logo placement and recognition on all event materials
- Two (2) premium VIP dinner tables of 10 with personalized welcome notes to your guests
- A special gift for each of your guests at their place setting
- Dedicated specialty chosen wine from logo branded ice bags or branded plastic bottles, or branded 10 oz
- Corporate logo placed on event Red Carpet Sign and Baggage
- Interior full page ad in the event take away book
- Corporate logo and name recognition included on all pre/post event communications
- One monthly mention on ACT Today's and DENIM Facebook pages
- Prominent hyperlinked logo on the DENIM website and in ACT Today's newsletter
- Prominent dedicated corporate signage throughout the event site
- Corporate name logo prominently displayed on screen loop during dinner program
- Special thanks and verbal recognition in Platinum Sponsor during stage program

VIP Sponsor  
\$10,000

- VIP Sponsor logo placement and recognition on all event materials
- Two (2) premium VIP dinner tables of 10 with personalized welcome notes to your guests
- A special gift for each of your guests at their place setting
- Interior full page ad in the event take away book
- Corporate logo and name recognition included on all pre/post event communications
- One monthly mention on ACT Today's and DENIM Facebook pages
- Hyperlinked logo on the DENIM website and in ACT Today's newsletter
- Corporate name logo displayed on screen loop during dinner program
- Special thanks and verbal recognition in VIP Sponsor during stage program

Patron Sponsor  
\$5,000

- One (1) premium VIP dinner table of 10 with personalized welcome notes to your guests
- A special gift for each of your guests at their place setting
- Interior full page ad in the event take away book
- Corporate logo and name recognition included on all pre/post event communications
- One monthly mention on ACT Today's and DENIM Facebook pages
- Hyperlinked logo on the DENIM website and in ACT Today's newsletter
- Corporate name logo displayed on screen loop during dinner program



## 2018 SPONSORSHIP PROPOSAL

### 13th Annual DENIM Diamonds & STARS

PRESENTED BY  
**ACT TODAY!**  
Autism Care and Treatment  
Building strength and resilience with autism

SUNDAY EVENING, OCTOBER 7, 2018  
FOUR SEASONS WESTLAKE VILLAGE

#### Honorees



**Golden Cowgirl Award**

*Joanne Lara*  
of Active Works Now!



**Visionary Award**

*Rose van Wier Hein*  
of Golden Heart Ranch



**ACTivist Award**

*Richard Schiff*  
Screenwriting actor/producer/director from The Good Doctor and The West Wing



**Host**  
*Marc Summers*  
Coordinator and emcee

Top level sponsor  
includes 2 tickets  
ACT Today to the  
2018 event  
plus registration  
for the 2019  
ACT Today

**RESERVE YOUR DENIM, DIAMONDS & STARS EXPERIENCE TODAY.**

Sponsorships are limited. For an immediate response, please contact:

**PAUL EYUS**  
Programs and Operations Manager  
Tel: 877.9ACT.TODAY • paul@acttoday.org • www.acttoday.org

[www.denimanddiamondsforautism.net](http://www.denimanddiamondsforautism.net)





**Section 5:**

# **Sponsor Stewardship**





## **Sponsor stewardship means...**

Delivering on your promises  
and then continuing to nourish  
the relationship



## **The key to stewardship is follow-through**



# Prepare in advance

- Create an onboarding email
- Create a follow-through spreadsheet
- Appoint one person in charge of spreadsheet



# Onboarding Email



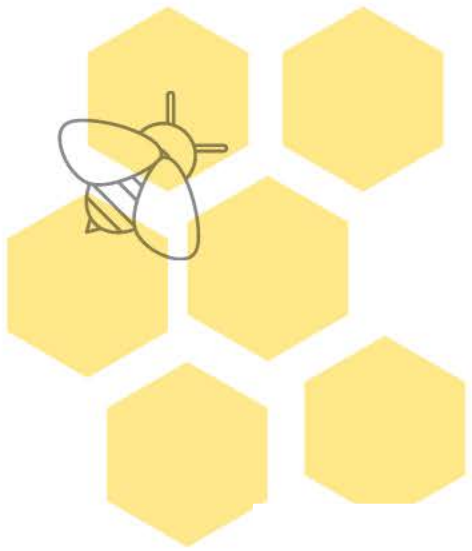
- It says, “thank you and welcome”
- Lists money or goods paid for sponsorship
- Outlines what is included in sponsorship
- Give them a name and contact info



# Create your follow up spreadsheet

- Use your sponsor level one-sheet as a guide
- Breakdown what each sponsor receives
- Have a check off box when completed
- Assign someone each task





# Know what you promised your sponsors!

## \$2,500 – Presenting Sponsors (only two available)

### Presenting sponsor position logo on

- Registration landing page
- Dedicated email blasts
- Event resource materials
- Post event communications
- Slides

### Dedicated email blast trumpeting your sponsorship participation

### CharityHowTo dedicated social media post

- LinkedIn Page and Group
- Facebook Page
- Twitter

### NonprofitLibrary dedicated social media post

- LinkedIn Page
- Facebook Page
- Twitter

### Header logo position in NonprofitLibrary live webinar promoting event

- [130,000 nonprofit professionals](#) (three invitations sent)
- 30 minute live webinar

### Clickable links to your website on all included logos

### Premiered Pre-recorded sponsor video at the beginning of summit (2–3 minutes)

### Marketing one sheet included in hand outs

### Logo inclusion in sponsor slide throughout summit

### Post event sponsor Thank You email blast

- [NonprofitLibrary - 130,000](#)
- [CharityHowTo - 120,000](#)

### Sponsorship ROI continues after event

- The Summit will be recorded and available for viewing post event

## \$1,500 – Premium Sponsor

### Premium sponsor position logo on

- Registration landing page
- Dedicated email blasts
- Event resource materials
- Post event communications
- Slides

### CharityHowTo dedicated social media post

- LinkedIn Page and Group
- Facebook Page
- Twitter

### NonprofitLibrary dedicated social media post

- LinkedIn Page
- Facebook Page
- Twitter

### Faster logo position in NonprofitLibrary live webinar promoting event

- [130,000 nonprofit professionals](#) (three invitations sent)
- 30 minute live webinar

### Clickable links to your website on all included logos

### Logo inclusion in sponsor slide throughout summit

### Post event sponsor Thank You email blast

- [NonprofitLibrary - 130,000](#)
- [CharityHowTo - 120,000](#)

### Sponsorship ROI continues after event

- The Summit will be recorded and available for viewing post event

## \$500 – Access Sponsor

### Access sponsor logo on

- Registration landing page
- Dedicated email blasts
- Event resource materials
- Post event communications
- Slides

### Logo inclusion in sponsor slide at the beginning of the summit

### Post event sponsor Thank You email blast

- [NonprofitLibrary - 130,000](#)
- [CharityHowTo - 120,000](#)

### Sponsorship ROI continues after event

- The Summit will be recorded and available for viewing post event

| Presenting Sponsor  | completed |
|---|-----------|
|   |           |
| <u>PRESENTING sponsor position logo on</u>                |           |
| Registration landing page                                 |           |
| Dedicated email blast                                     |           |
| Event resource materials                                  |           |
| Post even communications                                  |           |
| Slides  |           |
|   |           |
| <u>Dedicated email blast trumpeting sponsorship</u>       |           |
|   |           |
| <u>CharityHowTo dedicated socialmedia posts on</u>        |           |
| LinkedIn Page and Group                                   |           |
| Facebook Page   |           |
| Twitter   |           |
|   |           |
| <u>NonprofitLibrary dedicatedsocial media posts</u>       |           |
| LinkedIn Page   |           |
| Facebook Page   |           |
| Twitter   |           |
|   |           |
| <u>Header logo position in NPL live webinar for event</u> |           |
|   |           |
| <u>Clickable links to your website on all included</u>    |           |
|   |           |
| <u>Premiered Pre-recorded sponsor video at summit</u>     |           |
|   |           |
| <u>Marketing one sheet included inhand outs</u>           |           |
|   |           |
|   |           |
| <u>Logo inclusion in sponsor slidethroughout summit</u>   |           |
|   |           |
| <u>Post event inclusion in Thank You email blast</u>      |           |
|   |           |

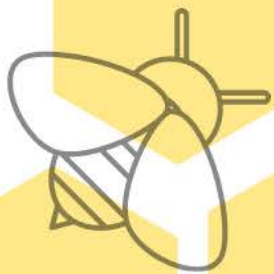
Keep track of what you promised your sponsors!

| Premium Sponsor                         | completed |
|---|-----------|
|   |           |
| <u>PREMIUM sponsor position logo on</u> |           |
| Registration landing page               |           |
| Dedicated email blast                   |           |
| Event resource materials                |           |
| Post even communications                |           |
| Slides                                  |           |
|   |           |
| xxx                                     |           |

|  |  |
|--|--|
| <u>CharityHowTo dedicated socialmedia posts on</u>     |  |
| LinkedIn Page and Group                                |  |
| Facebook Page  |  |
| Twitter  |  |
|  |  |
| <u>NonprofitLibrary dedicatedsocial media posts</u>    |  |
| LinkedIn Page  |  |
| Facebook Page  |  |
| Twitter  |  |
|  |  |
| <u>Sponsor logo in NPL live webinar for event</u>      |  |
|  |  |
| <u>Clickable links to your website on all included</u> |  |
|  |  |
| xxx  |  |
|  |  |
| xxx  |  |
|  |  |
| <u>Logo on sponsor slides during summit</u>            |  |
|  |  |
| <u>Post event inclusion in Thank You email blast</u>   |  |

| Access Sponsor   | completed |
|--|-----------|
|  |           |
| <u>ACCESS sponsor position logo on</u>                 |           |
| Registration landing page                              |           |
| Dedicated email blast                                  |           |
| Event resource materials                               |           |
| Post even communications                               |           |
| Slides   |           |
|  |           |
| xxx  |           |
|  |           |
| <u>CharityHowTo dedicated socialmedia posts on</u>     |           |
| LinkedIn Page and Group                                |           |
| Facebook Page  |           |
| Twitter  |           |
|  |           |
| <u>NonprofitLibrary dedicatedsocial media posts</u>    |           |
| LinkedIn Page  |           |
| Facebook Page  |           |
| Twitter  |           |
|  |           |
| <u>Sponsor logo in NPL live webinar for event</u>      |           |
|  |           |
| <u>Clickable links to your website on all included</u> |           |
|  |           |
| xxx  |           |
|  |           |
| xxx  |           |
|  |           |
| <u>Logo on sponsor slides during summit</u>            |           |
|  |           |
| <u>Post event inclusion in Thank You email blast</u>   |           |





**Stewardship builds  
your relationships  
with your sponsors**





## Keep them in the loop and excited



- Don't disappear after you have their money
- Your enthusiasm will boost expectations
- This is a chance to thank them again and again



# Tag them, share with them

- Make sure they see your posts
- Make sure they see email blasts
- Make sure they see logo placement





# Send people to thank them

- Staff
- Board members
- Committee members
- Send them customers!





# Help them connect at events

- Assign them a staff or volunteer
- Know in advance key introductions
- Check in with them throughout event
- Make sure they see their logo placement







# Keep the love flowing afterwards

- This is the main mistake made
- Have a post-event protocol in place
- Phone calls & thank you letters are important
- Keep in touch throughout the year
- This is what makes you irresistible to sponsors





# Show them their impact

- Send photos
- Tag and name them in posts
- Send them tribute books

**WOW!**

**Send photos of their  
logo placement**



**Send them the  
tribute book after  
an event with a  
thank you note**

**Proud Platinum Sponsor of the  
13th Annual Denim, Diamonds & Stars**



The logo is a circular emblem with a diamond pattern in the background. Inside the circle, there is a stylized house shape containing the letters 'NPW'. Below the house, it says '25th Anniversary' and 'Est. 1992'. The circle's border contains the names of the founding partners: PALAZZO, PACKARD, WYNNE, PC, WYNNER, &, WILDERMUTH, and NEVERS.

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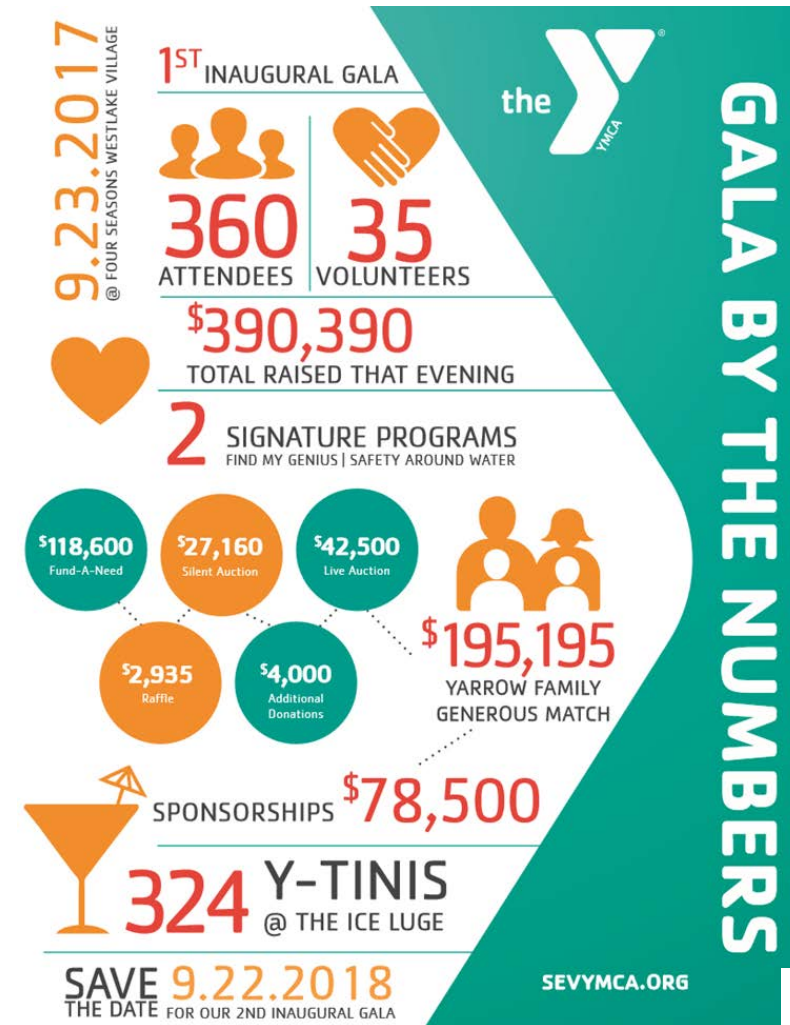




**Hand deliver a branded  
Thank You basket!**



An infographic included with a thank you letter is a great touch to show the event's impact







LEGAL AID  
SOCIETY  
OF SAN DIEGO

100

YEARS  
1920-2020

# Legal Aid Society of San Diego CENTENNIAL GALA

BY THE NUMBERS

NOVEMBER 19, 2022  
THE US GRANT HOTEL



329

GUESTS  
ATTENDED

13

LEGAL TEAMS SPECIALIZING  
IN VARIOUS AREAS OF LAW

Housing Rights

Consumer  
Protection

OVER  
**\$300,000**  
RAISED



Kids with  
Special Needs

Education Rights

SSI

Taxpayer  
Rights

Immigration

Restraining  
Orders

Access to Health Care

Family Law

Public Benefits

Gender Marker  
Change Clinic

Conservatorship



86

PADDLES  
RAISED  
FOR OUR  
"STAND UP FOR  
JUSTICE"  
CAMPAIGN



200

STAFF WORKING  
DAILY TO ENSURE  
ACCESS TO JUSTICE



118,725

CALLS IN THE LAST YEAR FROM SAN DIEGANS FACING  
A LEGAL PROBLEM WHO COULD NOT AFFORD AN ATTORNEY

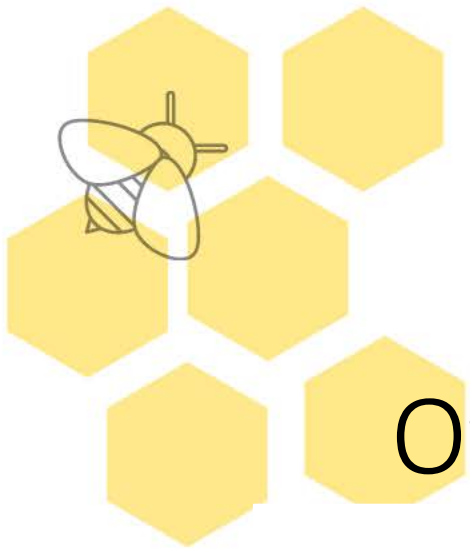


100

YEARS ADVANCING JUSTICE  
IN SAN DIEGO



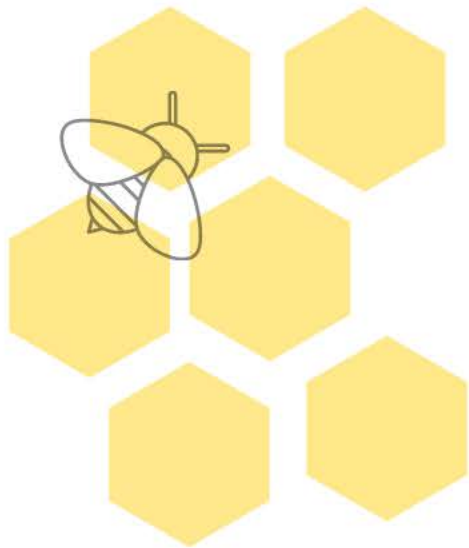
QueenBee  
Fundraising



Offer them the opportunity to sponsor again *right after an event!*

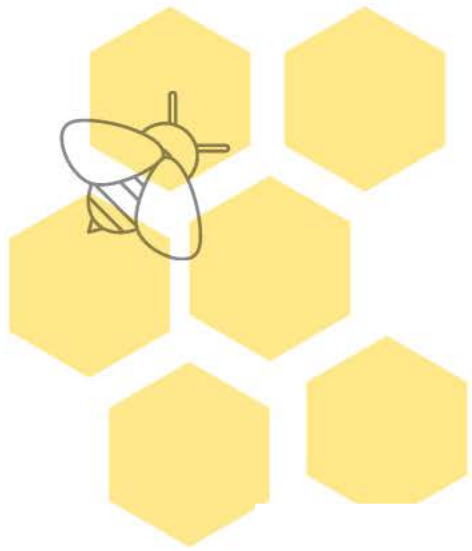






*Now go out there and*  
**GET SPONSORED!**





A.J. Steinberg, CFRE



[www.QueenBeeFundraising.com](http://www.QueenBeeFundraising.com)  
AJ@QueenBeeFundraising.com

