

Event Sponsorship Selection Guide

Purpose of the Tool

Sponsorship of a corporate event, trade show, or industry award ceremony offers community college leaders a unique opportunity to introduce their training solutions to a captive audience. However, the audience, sponsorship costs, and overall marketing potential vary significantly by event. Accordingly, college administrators should carefully examine their marketing priorities and resources before they select events to sponsor. The diagnostic questions below help administrators evaluate whether a given event aligns with the college's goals.

Target Audience

	Yes	No
1. Does the event serve an industry in which the college has training expertise?	<input type="checkbox"/>	<input type="checkbox"/>
2. Does the event primarily cater to companies based within our service area?	<input type="checkbox"/>	<input type="checkbox"/>
3. Does the event attract enough industry executives to warrant sponsorship?	<input type="checkbox"/>	<input type="checkbox"/>
4. Do attendees have the authority to purchase training on behalf of their companies?	<input type="checkbox"/>	<input type="checkbox"/>

Cost and Feasibility

	Yes	No
5. Is the cost of sponsoring this event within the college's marketing budget?	<input type="checkbox"/>	<input type="checkbox"/>
6. Does the event offer multiple sponsorship levels to accommodate varying budgets?	<input type="checkbox"/>	<input type="checkbox"/>

Marketing Potential

	Yes	No
7. Does the event provide enough podium time to articulate the value of our training?	<input type="checkbox"/>	<input type="checkbox"/>
8. Does the event include an networking opportunity before or after the main ceremony?	<input type="checkbox"/>	<input type="checkbox"/>
9. Does the event allow us to place our brand and logo in multiple locations?	<input type="checkbox"/>	<input type="checkbox"/>
10. Are the event and its sponsors advertised in relevant trade magazines?	<input type="checkbox"/>	<input type="checkbox"/>

Evaluation

Number of "Yes" Responses

8-10

4-7

0-3

Value of Sponsoring Event

High

Medium

Low