

Mastering Sponsorship in Today's Nonprofit Landscape



PRESENTED BY NTCENTER.ORG | CANADA'S # 1 WORKSHOP FOR SPONSORSHIP FOR NONPROFITS

Let's face it—present day fundraising is not for the faint of heart. The charity and nonprofit sector has faced significant upheaval in recent years. With charitable giving in Canada at historic lows and corporate funding priorities shifting, the funding landscape has become more challenging than ever.

This new reality has compelled organizations to rethink their revenue models and sponsorship has emerged as a critical tool in diversifying income streams.

Mastering Sponsorship in Today's Nonprofit Landscape is a one-day, comprehensive workshop designed to redefine your approach to sponsorship. It offers fresh insights and actionable strategies for long-term success. This seminar equips representatives of charities and nonprofits with the skills and tools to drive revenue diversification in new and innovative ways.

The workshop encourages participants to rethink traditional practices and think beyond traditional philanthropy, adopting easy-to-implement, non-philanthropic strategies that can seamlessly integrate into an annual fundraising plan. Whether you're launching a new sponsorship program or reinvigorating an existing one, *Mastering Sponsorship in Today's Nonprofit Landscape* will help you craft an action plan that delivers real results.

Led by the National Training Centre (NTC), this workshop is part of a series that guides participants through a proven, effective development-to-delivery process—ensuring you're fully prepared to enhance your sponsorship approach.



Who Will Benefit from this Workshop?

This one-day training camp provides insights and strategies designed to bolster your organization's fundraising and sponsorship efforts. It is ideal for anyone tasked with raising funds or recruiting sponsorships, including volunteers and professionals. Our workshops will be of particular interest to:

- Executive Directors
- Fundraising Coordinators and Managers
- Marketing Coordinators and Managers
- Sponsorship Managers and Coordinators
- Event Managers and Marketers
- Board Members and Volunteers

“ I highly recommend Joanne Veltri's programs for anyone interested in building onto their revenue generation toolkit.

Whether you are a seasoned veteran or someone new to the industry, she provides insights, from the point of view of both the nonprofit making the request for sponsorship and the business making the decisions. It has changed the way I approach these requests and I feel that my applications are stronger as a result. ”

SANDRA NIVEN

United Way of the Lower Mainland

Mastering Sponsorship in Today's Nonprofit Landscape

Whether you are starting a sponsorship program or looking to reignite an existing one, this workshop will help you develop and implement an action plan that delivers tangible results. The National Training Centre (NTC)'s comprehensive training camp series leads participants through a proven development-to-delivery process.

This seminar will help you:

- Develop and implement strategies to identify, cultivate, recruit, close, and steward corporate sponsors.
- Align corporate sponsorships with your organization's overall strategic direction and philanthropic work.
- Collaborate with internal communications and marketing teams to develop recruitment tools and other communications supporting sponsor fulfillment.
- Evaluate your organization's assets and leverage them to their fullest financial advantage.
- Overcome limited revenue assets and inventory and develop new assets and opportunities.
- Recruit new third-party fundraising partners to boost annual income.
- Create sponsorship magic from common programs.
- Determine the fair market value of your sponsorship offerings.
- Understand the 'Sponsor Fit Principle' and find the right partners for your organization.
- Prepare winning proposals and customize recruitment tools to attract sponsors.

“What an amazing session on Friday.

Your post-workshop materials are so generous and helpful. I just had to share a quick win. Fresh off the workshop, we had a sponsor decrease their investment. I pulled from your bag of tricks to diffuse their objections and asked if they would consider making up the difference from last year's sponsorship in product for our spiked bags—and they agreed!

Thank you, thank you, thank you! ”

J. CHING-FAUX

Fundraising Coordinator,



“I did not appreciate the synergy between sponsorship and philanthropy until I met Joanne.

Joanne is our resident sponsorship expert at the school. Each and every time I hear her teach, I learn something new. Joanne is not only knowledgeable about sponsorship, but she is dedicated to strengthening our communities and that comes through in her courses and workshops.

I highly recommend taking her course. It will change how you think about sponsorship forever! ”

ROWENA VEYLAN

Founder,
New School of Fundraising

“Sponsorship for Nonprofits (SFNP) should be mandatory for nonprofit or charitable organizations with revenue generation goals that are impacted by sponsorship work.

I like the fact that you always use real life street tested cases and provide a 360-degree understanding of sponsorship from start up through to recruitment and delivery.

The smaller workshop format is ideal for those who want an individual focus, to ask questions and bring back to their organization, solutions and plans relevant to them. ”

CHRIS LOWE, CSEC, TCP-EVM

Director, Partnerships and Events,
Variety—the Children's Charity

What Attendees Will Learn

PART 1 Start-Up

Process, Essential Insights, and Foundational Work

Understanding best practice processes will form the foundation for your success. This session will teach you about:

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- Getting inside the minds of sponsors to understand what they look for in sponsorship opportunities, what motivates them to buy, and how to leverage these elements to your charity's financial advantage.
- Learning how to apply a range of analytics to promote your success.
- Acknowledging the factors that could potentially impede your success.
- Identifying opportunities that will improve your effort.
- Emphasizing what your organization can realistically offer.
- Specifying the work that must be done to effectively compete in your marketplace.

In this segment, you will learn how to:

- Conduct a sponsorship audit.
- Understand how marketing and communications impact your revenue priorities.
- Create competitive differentiators.
- Realize it's much more than logo recognition and identify the valuable programs and services you have to offer.
- Assess and overcome barriers to your goals.
- Implement revenue diversification into your plan.
- Build new revenue-generating assets and properties.
- Determine the benefits your organization can offer sponsors.
- Produce a suite of diverse properties that represent annual and multi-year revenue.

- Assess the feasibility of cause marketing, affinity programs, and corporate social responsibility (CSR).
- Overcome limited inventory and boost sponsorship values.

PART 2 Build-Up

Applying Analytics to Build an Effective Plan

This section focuses on applying analytics to build an effective, detailed plan for your organization, including:

- Asset management: creating a rights and benefits infrastructure.
- Building a platform to support a family of sponsors.
- Offering tiered sponsorship from naming, presenting, official, and supplier-level designations through to bundling strategies.
- Employing fair market pricing and understanding the value calculus.
- Leveraging strategic recruitment tools, packaging, and win-win proposals.
- Adding tactics to motivate multi-year sponsorships.
- Using marketing and equity optimizers to boost sponsorship values.

PART 3 Market, To Market—The Essential Recruitment Plan

This section covers proven methods for recruiting sponsors and offers solutions to overcoming common recruitment challenges.

In this session, you will learn how to:

- Identify potential sponsors that have a strategic fit with your assets and properties.
- Build a strong prospect plan through proven methods such as prospect mapping.
- Qualify the best sponsors.
- Apply creative recruitment approaches to frame and add value to your pitches.
- Strengthen your offer with authentic BIPOC alignments necessary for today's corporate partners.
- Tailor a plan to the specific business category of a prospect.

- Overcome sales barriers.
- Connect with the elusive key decision-maker.
- Prepare effective sponsor pitches and meetings.
- Incorporate front-end sponsorship activations.

PART 4 Supersizing Your Tactical Toolbox

Diversifying is about developing a big tactical toolbox to draw from. This section explains several new revenue tactics that can bolster your fundraising efforts, including how to:

- Recruit and retain new third-party fundraisers to boost your annual income.
- Employ tap-to-give and merchandise pop-up shops.

PART 5 Return on Investment

This section focuses on management efficiencies, stewardship, and ensuring a sponsorship return on investment for your partners.

In this session, you will learn how to:

- Measure and evaluate data to support sponsor needs.
- Create sponsor reports with need-to-know information.
- Manage a successful naming partnership.
- Create win-win contracts and legally binding agreements.
- Build sustainable long-term partnerships.
- Go beyond the check presentation and master stellar stewardship practices.
- Prepare mutually beneficial agreements that protect you and your organization's best interests.

“ Thank you, Joanne, for a great workshop. The day was so informative and you made the information so easy to understand with so many new ideas for us to develop and pursue.

Thank you for taking the time to review and provide some feedback on my sponsorship package. ”

CATHERINE TOMCZAK
Operations Coordinator,
Saskatchewan Arts Councils



“ Your workshop was game changing for me. I LOVED IT! I can't believe there are formulas for building sponsorship, and I am pumping up my team with these new tools.

I appreciate your precision in getting information from the attendees. Most workshops don't take the time to gather attendant-relevant information in advance. It made this powerful day even more personal. ”

CHRISTINA WONG

Executive Director & Cofounder,
Employ to Empower

“ I highly recommend this training. The attention to the individual attendee is outstanding. We were encouraged to keep in touch and reach out to Joanne with any post workshop questions we might have. The workshop answered our questions on “where do we begin” and how do we build a sustainable sponsorship program. I saw results within months! Joanne delivered everything she said she would. ”

LINDA YOUNG

Cornwall Centre
Regina

“ Joanne is a freakish mastermind when it comes to sponsorship, thanks to her experience in the business. I felt more confident in approaching prospects after the workshop. Any person tasked with revenue generation goals should not pass up the opportunity to learn from Joanne, I personally would consider it doing a disservice to their organization, and more importantly, their career. Thank you for your wisdom. ”

KIM ADAMS

Oxford Properties Group

Meet Your Seminar Leader

JOANNE (JOE) VELTRI

One of Canada's leading sponsorship strategists, Joanne Veltri, invites you to learn from her extensive experience and career success in developing strategic partnerships, sponsorship opportunities, fundraising projects, and earned revenue generation.

Participants will learn from real-life, street-tested case studies gleaned from Joe's multi-faceted career, highlighted by success from every perspective of the highly competitive fields of fundraising and sponsorship. Joe will share insights collected from a \$13.5 million fundraising record in support of local, regional, and national-level charitable organizations across various cause genres at various stages of growth, including start-up, established, and 'make-or-break' situations.

Her stellar portfolio includes multiple high-profile regional and national projects, as well as holding the Sponsorship Chief position for Canada's Paralympic Team supporting the 2008 Beijing and 2010 Vancouver Games. In the private sector, Joe has worked with multiple national corporations, helping them redefine their strategic giving practices and priorities while investing in professional and amateur sport products via major sponsor roles.

One of a small group of experts in earned revenue and sponsorship, Joanne Veltri has also shared her expertise as a faculty lecturer at several postsecondary institutions. She played a leading role in introducing and establishing sponsorship curriculum courses for respected institutions such as the University of British Columbia (UBC), University of Calgary (U OF C), British Columbia Institute of Technology (BCIT) as well as the University of Northern BC (UNBC).

Established in 2015, her professional development workshop brands under the NTC banner, "Sponsorship for Nonprofits" and "Sponsorship for Amateur Sport," are considered game changers for nonprofit organizations.

Work Smart.

“ I attended Joanne Veltri's “Mastering Sponsorship for Present-Day Fundraiser” course in Vancouver, and it has truly been a game changer. I left with concrete tools, frameworks and resources that I was able to immediately apply to my work with Surfrider Foundation Canada. From crafting compelling sponsor decks to strategic approaches to building meaningful partnerships, I've gained confidence and a fresh outlook on fundraising. I highly recommend this course to anyone looking to elevate their fundraising skills! ”

LILLY WOODBURY,
Regional Manager,
Surfrider Foundation Canada

FOR MORE INFORMATION

CALL: Joe Veltri 778.772.2223

EMAIL: jveltri@ntcenter.org

VISIT: ntcenter.org



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WORK SMART.

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