

Chapter Sponsorship: General Tips

- Building a trusted relationship with a new sponsor from the beginning is key to a successful partnership!
- The best time to talk to prospective sponsors is 3 to 6 months out for a local sponsorship.
- Be organized and keep good notes/files on each company. This will also be helpful when transferring your duties over to an incoming Chapter Officer, i.e. spreadsheet or CRM software.
- If needed, let the sponsor provide the educational speaker for their sponsored chapter event. Many companies/firms have excellent speakers and will pay to sponsor the event if you use their speaker. This is helpful when connecting with new CPA and legal firms.

Guidelines in Development of Chapter Sponsorship Packages

- Offer three levels of bundled packages to sponsors to include benefits that offer speaking, networking, and branding opportunities.
- Provide demographics of your chapter members (i.e., total # of members, % of advisors, attorneys, & CPAs).
- Develop a list of expenses that sponsorships can offset.
- Develop sponsorship packages that offer the sponsor recognition throughout the year.
- Allow a sponsor to pay the bill directly at your chapter event allowing an easier transaction (i.e. restaurant).
- Be flexible on the benefits if a sponsor would like to customize a package.

Where to Find Your Next Sponsor

- Look at company affiliations of current and past Chapter Board members.
- Routinely review the Potential Sponsor Listing at every Chapter Board meeting. Every Board member should be involved in the process of finding new sponsors.
- Review the company affiliations of your current Chapter member listing. Reach out to your members for an introduction to their office.
- Review the current FSP Corporate Partner Program participants to see if there are any local offices in your area. Mention to the local office that their company home office already supports FSP at the national level.
- Identify companies looking to reach your members' clients such as banks, trust companies, appraisers.

Let FSP National provide the support and guidance you need to update and enhance your Chapter's Sponsorship Flyer for your local corporate audience. Contact Michelle Connor, Director Affinity & Corporate Development, at mconnor@societyoffsp.org or 610-526-2561 to schedule a time to talk.