

Sponsorship Team Overview

The Sponsorship Team ensures there is adequate funding for the chapter by coordinating securing of Core, Chapter, Program, and (when appropriate) Symposium sponsorships.

Sponsorship Team

- Identifies and secures all sponsors, ensuring appropriate recognition and maintaining annual sponsorship database
- Updates Program Submission Form with sponsor information and cancellations
- Shares sponsorship details in a timely manner with Leadership Team
- Provides pertinent information to sponsors (ex: venue/program details, anticipated attendance, etc.) and post-program “thank you” note
- Coordinates refreshments if sponsors provide refreshments

Primary Tasks

1. Takes the lead on determining appropriate fee structure and benefits for Program Sponsors.
2. Identifies, solicits, secures, and stewards Core, Chapter, and Symposium Sponsors, providing pertinent information to each including how their sponsorship will be recognized on publicity and at programs.
3. Identifies, solicits, secures, and stewards 2-3 (recommended) Program Sponsors per monthly program ensuring they are aware of how their sponsorship will be recognized on publicity and at programs.
4. Shares program schedule with prospective sponsors so they may select the program they wish to sponsor.
5. Adds/updates sponsor details on the Program Submission Form (<https://www.acapcommunity.org/events/community/list> + chapter login) for each sponsor, providing/updating:
 - Business name of each sponsor
 - Confirmation that each sponsor is finalized
 - Logo for each sponsor
 - Website URL for each sponsor (allowing the logo to be clickable)
6. Makes sure all sponsors receive details about their program, including their role with providing refreshments:
 - Date/time, location, format of program
 - ACAP expectations (Guiding Principles)
 - Opportunity to:
 - Set up and staff display table

- Note: Expected arrival is 1 hour before program begins to be completely set up 30 minutes before program begins
 - Interacts with attendees before and after the program
 - Gives 2-minute presentation of their organization to the entire group at the beginning of the program
 - May bring their own method of collecting contact information for those who wish follow-up – ACAP will not provide names/contact of attendees
7. Coordinates refreshments if sponsors are to provide snacks. (Note: Light refreshments/snacks, bottled water, and coffee are appreciated, but a meal – even a light meal – is not expected.)
 8. Lets sponsors know anticipated attendance 1 week before the program so they may plan for handouts and, if appropriate, refreshments.
 9. Exchanges cell/text numbers for all sponsors and Sponsorship Team in case there is need for last-minute contact.
 10. If applicable, helps sponsors arrange display table and refreshment items.
 11. Follows up 2-3 days before program if there are significant changes in expected attendance.
 12. Sends thank you note to sponsor after the program.

ACAP Chapter Sponsorships and Fundraising

The Sponsorship Team takes the lead on identifying and securing all sponsorships. Not only do sponsorships provide necessary funding to support the chapter, but they also serve as important resources for program attendees and all who view the program publicity. In addition, ACAP sponsorships allow area businesses, agencies, and organizations to connect with those they serve.

Below are recommendations for sponsorships. However, each Leadership Team makes decisions that are best for their community.

Core Sponsorships – 5-6+ recommended annually

Core sponsorships provide essential funding for the chapter’s beginning and continuation and offer program participants additional resources. Core sponsors are recognized for the duration of their commitment period (i.e., one year after each annual fee is received by the chapter).

- Recommended fee: \$1,000 per year with 5-year commitment
 - Suggested sponsors: Local businesses, agencies, and organizations serving the older adult population
- Sponsor benefits:
 - Leadership Team
 - Possible Leadership Team membership

- Program publicity – for duration of sponsorship
 - Clickable logo on chapter web page
 - Clickable logo on program emails sent to all on chapter email list (including potential attendees and local media, businesses, agencies, and organizations)
 - Logo on Facebook and LinkedIn post and shares
 - Sponsor logo on flyer shared locally in print and electronically
 - Name included in program press release
 - Logo on pre-program slide deck loop, beginning 30-45 minutes prior to start of program
 - Opportunities at program – Invited to attend 2 monthly programs per year as a sponsor
 - Staffed display table
 - Interaction with attendees before and after program
 - May bring method for collecting contact information of attendees who desire follow up
 - ACAP introduction at beginning of program
 - 2-minute verbal presentation to entire group of attendees (Note: Sponsor presentation will be verbal only)

Chapter Sponsorships – 1-2+ recommended annually

Chapter sponsors provide a significant one-time gift without commitment for future gifts, offering key funding for the chapter and additional resources for program participants. Chapter sponsors are recognized for 1 year after the fee is received.

- Recommended fee: \$2,500 with no further commitment
- Suggested sponsors: Individual donors, local community foundation, local businesses, agencies, and organizations serving the older adult population
- Sponsor benefits:
 - Program publicity – for 1-year sponsorship
 - Clickable logo on chapter web page
 - Clickable logo on program emails sent to all on chapter email list (including potential attendees and local media, businesses, agencies, and organizations)
 - Logo on Facebook and LinkedIn post and shares
 - Sponsor logo on flyer shared locally in print and electronically
 - Name included in program press release
 - Logo on pre-program slide deck loop, beginning 30-45 minutes prior to start of program

- Opportunities at program – Invited to attend monthly program once during sponsorship year
 - Staffed display table
 - Interaction with attendees before and after program
 - May bring method for collecting contact information of attendees who desire follow up
 - ACAP introduction at beginning of program
 - 2-minute verbal presentation to entire group of attendees (Note: Sponsor presentation will be verbal only.)

Program Sponsorships – 2-3 recommended per monthly program

Program sponsors help sustain chapters with an ongoing funding stream. Program sponsors are recognized for the month preceding their sponsored program.

- Recommended fee: \$100-150 per program per sponsor (in addition, possibly sharing in providing refreshments)
- Suggested sponsors: Local businesses, agencies, and organizations serving the older adult population
- Benefits:
 - Program publicity
 - Clickable logo on chapter event page for 3+ weeks prior to sponsored program
 - Clickable logo on program emails sent to all on chapter email list (including potential attendees and local media, businesses, agencies, and organizations)
 - Logo on Facebook and LinkedIn post and shares about the program
 - Logo on flyer shared locally in print and electronically
 - Name included in program press release
 - Opportunities at sponsored program
 - Logo on pre-program slide deck, shown 30-45 minutes prior to beginning of program
 - Staffed display table
 - Interaction with attendees before and after program
 - Collect contact information of attendees who desire follow up
 - ACAP introduction at beginning of program
 - 2-minute presentation to entire group of attendees

Program sponsorships typically range from \$100 to \$150 per sponsor. Additionally, Program Sponsors may be asked to participate in providing refreshments.

- Some chapters ask program sponsors to provide refreshments for the sponsored program.
- Other leadership teams provide the refreshments themselves, charging a higher program sponsorship fee to cover the costs of refreshments.
- Still other chapters offer a combination – the chapter provides one food item each month (such as a chicken nugget tray) and asks sponsors to provide other items (cool bottled water, veggies, dessert, etc.).

Symposium Sponsorships

ACAP began offering an annual virtual symposium in 2020, presenting it for three consecutive years. The symposium is on hold for 2023, but we anticipate offering it again in 2024. Possibly, there will be an opportunity for chapters to engage local sponsorships. Stay tuned for planning.

Sources for ACAP Sponsors

Organizations that serve the older adult population and their caregivers are keenly interested in opportunities to connect with those they serve. Every community has a wealth of potential sponsors for ACAP programs. We ask all chapters to be intentional about engaging a diverse and inclusive group of sponsors each year.

A list of groups and individuals that may be helpful as sources for sponsors may be found in the Chapter Guide Resources folder under Resources – Speakers, Sponsors, Publicity, and Leadership Team.

Steps for Engaging Program Sponsors

1. Identify Program Sponsors as early as possible to ensure they may select the program they wish to sponsor and there is time to include the organization's name and/or logo in program publicity.
 - Make every effort to ensure sponsors at each program are of different, non-competing organizations and types of organizations.
 - 2-3 Program Sponsors are encouraged at each program
 - Core and Chapter Sponsors may also be featured at a program to ensure 3 sponsors.
 - Invite a maximum of 3 sponsors per monthly program. Since sponsors have 2 minutes each to share their organizations to the entire group during the program, more than 3 sponsors will reduce time for the presentation.
2. Send sponsorship packet, providing details about the program and the sponsor's role. (For details, see Chapter Guide Resources section, Program Sponsor Packet.)

- Make sure sponsors know that ACAP will not provide names of attendees nor their contact information.
 - Sponsors may bring their own method for collecting contact information from attendees who wish follow-up.
- 3. Sponsor pays sponsorship fee.
 - In order that sponsors may be included on program publicity, you will need:
 - Sponsorship fee
 - Sponsorship Agreement
 - Organization's name, logo, and web address to include on publicity
 - Note: Sponsors will not be included in publicity until their sponsorship fee has been received by the chapter.

Additional Sponsorship Considerations

1. Businesses, agencies, and organizations may wish to sponsor more than one program in a year. That is fine. However, you want to introduce ACAP attendees to as many local resources (businesses, agencies, and organizations) as possible. Therefore, you will want to engage 20-30+ different sponsors each year from a variety of local businesses, agencies, and organizations.
2. There has been no need to regulate the frequency a sponsor may sponsor ACAP programs. An organization may sponsor multiple months. Just remember to provide opportunity for a variety of organizations.
3. Be intentional about diversity and inclusion relative to sponsors.

Return on Investment – ACAP Sponsorships

ACAP could not exist without the support from local businesses, agencies, and organizations. In addition, sponsors provide meaningful resources for program participants and provide opportunities for the organizations to connect directly with those they serve.

While a direct relationship between a sponsor and return on investment is hard to quantify, direct connections include:

- ACAP sponsors receive widespread print and digital publicity in their community, providing immediate access to the organization.
- Leadership Teams may wish to reserve one seat on the Leadership Team for each Core Sponsor organization.
- Sponsors have verified that they receive new business from ACAP sponsorship.
- Residential facilities find that ACAP attendee family members don't require as much staff time.

Important Note About Your Fundraising Footprint

Chapters are free to fundraise from local businesses, agencies, and organizations. However, fundraising with businesses, agencies, or organizations whose footprint is beyond your local community, or grant writing or soliciting of foundations (including community foundations) must be authorized by ACAPcommunity prior to beginning the solicitation process. In other words, chapters may solicit local businesses that have a “bucket” of money specifically to support community efforts. However, solicitation of the corporate or regional office with footprint outside your community is not permitted.

Sponsorship materials:

Sample documents for the recruitment of sponsors, both pre-launch and after launch, are available in the Chapter Guide Resources section.

Core and Chapter Sponsorships

- Recruitment letter for Core and Chapter Sponsors
- ACAP Chapter Sponsorship Opportunities
- ACAP Chapter Sponsorship Commitment form

Program Sponsorships

- ACAP Program Sponsorships
- Program Sponsor Initial Packet
 - Become an ACAP sponsor
 - ACAP Guiding Principles
 - Program Sponsorship Commitment
 - Program Schedule
- Committed Program Sponsor Details
- Program Sponsor Pre-Event Follow-Up