



SPONSORSHIP TOOLKIT

Learn the steps and tools used by association chapters to create sponsorship programs that deliver.



BUILDING REVENUE THROUGH CHAPTER SPONSORSHIP

Does your chapter rely primarily on dues for revenue?

This can be a short-sighted approach when it comes to financial stability — Chapters have folded because they can't provide what existing members keep asking for or what will drive guests to join.



A chapter sponsorship program — providing organizations access to members in exchange for monetary support — could turn that around. And with the right strategy, sponsorship programs can be easy to execute, provide a solid return on investment, and deliver much-needed capital.

Having partnered with chapters for many years, we understand what makes a strong sponsorship program. Keep reading, for simple steps and smart ideas to help you launch a sponsorship program that delivers.

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WHAT'S A SPONSORSHIP PROGRAM?

...a structured campaign where organizations support an association chapter in exchange for visibility and engagement with chapter members. The sponsoring organization pays a fee, typically annually...

In return, sponsors get access to chapter membership through things like:

- Speaking engagements
- Logos on chapter materials
- Links on the chapter website
- Meal sponsorships
- Event mentions.

With this exposure comes the opportunity for connections between members and the sponsoring organization — from jobs to business opportunities, advocacy, and more.

How does sponsorship help chapters?

Limited budgets often mean making do with volunteer speakers, events in less-than-ideal spaces, and outdated audio-visual equipment.

A well-structured sponsorship program can be a game-changer, offsetting costs, boosting credibility, and expanding engagement.

Sponsorship dollars let chapters provide higher-quality experiences. Chapters think bigger and act more strategically with funds for improvements and expansions that their members, guests and other audiences value, like:

- Recognized, high-caliber speakers
- Robust educational programming
- Scholarship opportunities
- Modern technology
- Local and industry advocacy.

Ultimately, sponsorship programs empower chapters to strengthen operations, expand impact, and build lasting relationships.

CREATING THE RIGHT SPONSORSHIP PROGRAM FOR YOUR CHAPTER

Something we continue to hear from customers with successful sponsorship programs?

Just get started.

Make a few quick decisions, focus on simplicity, and get moving. You can always make changes based on feedback.

Step 1: Document the specifics

PURPOSE

Why offer sponsorships? Is it to expand events, enhance member value, build partnerships or something else?

SPONSOR AUDIENCE

Who do you want to attract? Where are they located? What industries are they in? What size are these organizations?

MEMBER AUDIENCE

Who will the sponsors reach? What industry are you in? Where are you located? Where do members come from? What are their demographics? How big is your chapter?

DURATION

Will the program run 12 months from the date a sponsor commits, or will all chapters run on a calendar/fiscal year?

Step 2: Set tiers, benefits & opportunities

Choose 3-4 sponsorship levels, with cost and benefits for each level. Platinum, Gold, Silver, and Bronze always work. Or use language that sponsors can relate to, like Visionary, Leader, Advocate and Supporter or Changemaker, Catalyst, Connector, and Contributor.

List your regular events, along with those you'd like to hold, and the sponsorship opportunities at each level.

Chart your decisions.

Tier	Cost	Benefits: where sponsors & members connect
Platinum	\$\$\$\$	Logo on materials, speaking slot, booth at event, newsletter feature, video on social media and website, website banner, etc.
Gold	\$\$\$	Logo on select materials, event table, social media shoutouts
Silver	\$\$	Logo on event signage, listing on website
Bronze	\$	Name listed in program, website mention



YOUR SPONSORSHIP TOOLBOX

Most people aren't comfortable asking for money, even for a cause they feel strongly about. Support materials and structure help ensure outreach with potential (and even current) sponsors has the best chance for success.

Schedules help you plot your program.

Call scripts and email templates allow volunteers to feel more confident and provide a polished, and consistent on-brand message.

Talking points solidify program specifics — timing, costs, and benefits of sponsorship, etc. — and ensure everyone tells the same story.



In the Appendix, you'll find samples of the following sponsorship program tools:

Sponsorship commitment form: Collect what you need to get the sponsor set up quickly and communicate next steps. Include renewal terms, payment, expectations (e.g., logo must be submitted by a specific date), contact for questions, contact for the sponsor, etc.

Social media schedule: Outline ideas and content, platforms, and general dates. A well-defined social media calendar keeps sponsorship promotion on track and aligned with events and programming. It also provides a roadmap for spotlighting sponsors, sharing the need for support, and highlighting the impact of sponsorship.

Cold call sponsorship letter: Not ready for calls? Create a short email or letter that can be personalized and sent to potential sponsors. Share your mission, sponsorship opportunities, and benefits of sponsoring. Include a contact for questions, a link to a webpage, and the ability to sign up online.

Sponsor call script & follow up email: Guide volunteers through conversations and help ensure consistent communication of key messages with an outline and talking points. Give ideas for answering potential questions and overcoming hesitations volunteers may hear. A short follow up email can reinforce and continue the conversation, with a link to more information and to register.

In-person sponsorship request script: Make face-to-face conversations around sponsorship easy. Provide ways to tailor the message to the prospective sponsor's interests and needs, like sourcing candidates on your job board or finding a solution to a complex business problem through networking.

Sponsorship testimonial video: Provide compelling, authentic endorsements of sponsorship, build credibility and attract new sponsors using videos of existing sponsors. Develop a structure to follow and create questions that allow the sponsor to more easily communicate the benefits. Once developed, you can pull content from the testimonial to use in other chapter materials.

10 ESSENTIALS FOR EFFECTIVE CHAPTER SPONSORSHIP

- 01 Define your chapter.** Share an understanding of your mission to illustrate your value to potential sponsors.
- 02 Establish a sponsorship committee.** Create a team of volunteers focused on sponsorship.
- 03 Build partnerships.** Explore your membership for potential sponsors, like local business owners and industry experts.
- 04 Create a content library.** Show your chapter as a thought leader by sharing chapter and industry content.
- 05 Ask for it.** Be direct about your chapter's need for financial support.
- 06 Know why you need funding.** Be clear on what you will use the money for.
- 07 Create sponsorship types.** Develop options for different needs and budgets.
- 08 Market the need for sponsorships.** Center a campaign on the need for sponsors.
- 09 Utilize members to find potential sponsors.** Ask members who they know in the field or who could be interested in sponsorship.
- 10 Provide regular summaries.** Use impact communications to show sponsors how you use their funds and how members benefit.

APPENDIX



SPONSORSHIP COMMITMENT FORM



NOTES

- > We recommend using an online form, with a link to upload logos and pay online.
- > If you prefer sponsors complete and mail this form with a check, add an explanation and a physical or email address, as well as a link to upload the logo.
- > If the form is to be emailed, have sponsors create a PDF attachment. Include relevant instructions.

[Chapter Name] Sponsorship Commitment Form

Company: _____

Industry: _____

Contact: _____

Title: _____

Email Address: _____

Phone: _____

Secondary Contact: _____

Title: _____

Email Address: _____

Phone: _____

I am a first-time sponsor

Select Sponsorship Level

[Insert chart to summarize sponsorship levels and options]

Upload logo file

[Insert link to upload logo]

SOCIAL MEDIA SCHEDULE

Week	Day	Type of Post	Benefits: where sponsors & members connect
Week 1	Day 1	Informational	We connect with over [number] professionals each month — a perfect audience for your business. Learn more [insert link to chapter sponsorship page] about chapter sponsorships.
	Day 2	Visual Highlight	Photo of a packed event with caption: “This is the kind of exposure your brand could receive when you sponsor an event.” Let’s talk [insert link to chapter sponsorship page] about how you could benefit from [insert chapter name] sponsorship!
Week 2	Day 1	Testimonial/ Partner Feature	Thanks to [sponsor name] for helping make [event name] a success! [insert picture of sponsor]. [link to event sponsor website]
	Day 2	Sponsorship Package Review	[chapter name] sponsorship opportunities — from event booths to food and email shoutouts — offer options to meet your needs. Contact us [insert link to contact] to get started.
Week 3	Day 1	Impact Story	Thanks to our sponsors, [number] students attended our leadership summit for free last year. Be part of the impact [insert link to chapter sponsorship page]!
	Day 2	Behind-the-Scenes	[Share prep photo/video from upcoming event] We’re gearing up for our next [insert event name]! Sponsors get exclusive early access + recognition. Contact us [insert link to contact] to learn more!
Week 4	Day 1	FAQ	Not a big company? No problem. We welcome sponsors at every level and size. See how [link to testimonial] small businesses thrive with us.
	Day 2	Call to Action	Want your brand seen by decision makers in [industry]? Let’s talk sponsorship. Email us [link to email] or DM us!

Social Media Post Ideas:

- A Photos/videos from events
- B Quotes and testimonials from current sponsors and members
- C Infographics (e.g., audience reach, event stats, etc.)
- D Educational (“What’s in a sponsorship?”)
- E Announcements about upcoming sponsor opportunities
- F Behind-the-scenes content to create authenticity



COLD CALL SPONSORSHIP LETTER

Dear [sponsor name],

My name is [your name]. I'm the [your position] of [chapter name], a local chapter of [parent organization]. We are dedicated to [briefly describe your mission or focus — e.g., advancing professional development, supporting industry excellence, responding to a specific situation in your industry, etc.].

I'm reaching out to explore a potential partnership between [chapter name] and [insert organization name] through the [chapter name] Sponsorship Program. Our events, programs, and initiatives connect professionals in [industry or field] and offers countless opportunities for you to connect with the right audience.

[Add a line about how this could specifically benefit the company you're contacting.]

What you get in return for sponsorship

Our sponsorship packages are designed to increase your visibility, demonstrate your community support, and connect you with prospective clients and partners, through:

- Recognition on our website, newsletters and event materials
- Speaking opportunities
- Social media mentions
- Complimentary event attendance
- And more.

Let's connect!

You'll find more details on our website [insert link to sponsorship page]. I'd love to learn about your priorities and discuss how sponsorship of [chapter name] could benefit [organization name]. I'll follow up by phone in a few days to schedule a time to answer any questions.

Thank you for considering this chance to support our mission while promoting your business to a valuable local audience.

Regards,
[Name], [Title, e.g. Sponsorship Committee Chair]
[Phone], [Email]



NOTES

- Send this letter as an email, not as an attachment
- Include chapter-specific signature and contact information

CALL SCRIPT & FOLLOW-UP EMAIL



NOTES

- > Keep the tone professional but warm.
- > Be ready to pivot — people may ask for more specific information and data (demographics, reach, past sponsors). Be prepared to go off the script. See the Overcoming Objections section in the Appendix for ways to follow up.
- > Track calls, responses, and follow-ups.



Call Script

Opening/Introduction (0:00–0:45)

Hi [First Name], this is [your name] calling from the [chapter name]. We're contacting organizations in [insert industry] that align with [industry/profession] to explore sponsorship opportunities with our chapter.

Did I catch you at a good time?

If YES or somewhat open to talk:

Great. We're part of [parent organization], and our chapter includes over [X] local professionals who [benefit your sponsor could relate to — e.g., use technology services, specify products, hire vendors, etc.].

If NO/NOT NOW:

When would be a better time? I only need a few minutes to share the benefits of sponsorship. I would love to schedule a call when it's better for you.

If they don't want to schedule a call:

No worries. I appreciate your time. I'd like to send you a link to our sponsorship program for your future consideration. What's the best email address?

Value Proposition (1:00–2:00)

We host [monthly events / workshops / networking mixers / conferences] that offer our sponsors targeted visibility — think logo placements, speaking opportunities, direct engagement with our members, and other organizations we're connected with.

For example, [mention a relevant sponsor or success story VERY briefly if you have one]. Sponsoring our local chapter helps you connect with [describe ideal members — decision-makers, practitioners, buyers, etc.] in a meaningful, trusted environment, and build your brand's presence with those already interested in your industry.

Engagement Question (2:00–2:30)

Would you be open to a quick follow up call to explore our different sponsorship tiers and benefits in more detail, to see if sponsoring our chapter would be a fit for [organization name]? I only need a few minutes to share the benefits of sponsorship.

If YES:

Great! Let's get a call scheduled. [schedule a call and send an email follow up].
What's the best email address to send the confirmation?

If NO/NOT NOW:

No worries. I appreciate your time today. I'd like to send you a link to our sponsorship program for your future consideration. What's the best email address?



Follow-up Email

Subject:

Sponsorship with [chapter name] - grow your visibility in [industry/community]

Body:

Dear [insert name],

Thanks for chatting with me today about the [chapter name] sponsorship program.

You can find more sponsorship information, with details on our audience, benefits of sponsorship, and pricing tiers on our website [link to sponsorship page]. Sponsorship is a great opportunity for your organization to [insert benefit] and build a presence with the people you're looking for.

Insert Appropriate Option:

OPTION 1:

I look forward to speaking with you [date/time of call]

OPTION 2:

I'd love to talk further about how we can help [insert company] grow in our industry. Let's get a call on the calendar [link to calendar link] to continue to the conversation.

Best,

[Name], [Title, e.g. Sponsorship Committee Chair]

[Phone], [Email]

IN-PERSON SPONSORSHIP REQUEST SCRIPT

Chapter Event Setting

Hi [first name], I'm [your name/your title] — great to see you here. Are you enjoying the event so far? (Quick rapport — wait for response, then transition naturally)

Brief Intro (10–15 seconds)

Since you're active in [industry/association], I wanted to mention our chapter Sponsorship program, which is a great opportunity for organizations like yours get more connected with our members.

Value Snapshot (15–20 seconds)

We have over [number] engaged members who really value [something relevant — trusted vendors, local services, etc.].

Sponsors receive things like logo placement, shoutouts at events, event speaking spots, logo placement on chapter materials, and more. All great ways to get your organization in front of people who'd benefit from knowing you.

Engagement Ask (10–15 seconds)

Would you be open to a quick call this week to learn more about our sponsorship program and options? We've developed different levels and pricing options that offer something for everyone.

If YES:

Great — Can I have your business card to follow up after the event with a calendar link?

If NO/Not Now:

No problem. I'd love to send you our sponsorship information to review at your convenience. Can I have your business card to follow up after the event?

SPONSORSHIP TESTIMONIAL VIDEO

Scene 1: Introduction (5–10 seconds)

Visual: Sponsor seated/interview-style or in their business setting. Branded signage subtly visible.

Audio: “Hi, I’m [sponsor name], [title] at [company name]. We’ve been proud sponsors of the [chapter name] of [parent association] for [X months/years].”

Scene 2: Why they chose to sponsor (10–15 seconds)

Visual: Sponsor speaking with event footage (e.g., networking, speaker sessions, booths) running behind them.

Audio: “We decided to sponsor because we wanted to connect directly with professionals in [industry/profession] and this was the perfect opportunity.” [add something about how they learned about sponsorship]

Scene 3: The experience (15–20 seconds)

Visual: Clips from events showing the sponsor’s logo, booth or speaker segment.

Audio: “The exposure has been fantastic. We’ve had our logo on a flyer, participated in [specific event], and presented at a conference session.”



NOTES

- These videos don’t have to be perfect or expensive. Sponsors can record videos on their cell phones.
- This is just a suggestion. Each video should be unique and highlight both how the organization and chapter benefitted.

Scene 4: The impact/results (15–20 seconds)

Visual: More footage of engagement (e.g., conversations, handshakes, chapter QR code scans, branded swag).

Audio: “Since sponsoring, we’ve made real connections, including new leads, strategic partners, and brand recognition with key local decision makers.”

Scene 5: Call to action/recommendation (10–15 seconds)

Visual: Sponsor speaking directly to camera. Cutaways of happy attendees, packed rooms, sponsor signage.

Audio: “If you’re thinking about sponsoring, go for it. The return on investment has been more than worth it — and the community is incredible.”

Scene 6: Closing slide (5 seconds)

Visual: Chapter logo, sponsor logo, contact info or URL to sponsorship page.

Audio: Soft background music, no voiceover.

OVERCOMING OBJECTIONS

Potential sponsors may have questions or concerns about being a fit. Here are some ideas for overcoming objections you may hear.

“We’re just a small business.”

Businesses of all sizes can benefit from exposure to our members through sponsorship, through things like [what are a few things your membership offers sponsors?]

I understand small businesses usually have smaller budgets. You have different levels and options to choose from, ranging from [insert dollar range]. In return for what you spend, you’ll receive [insert potential sponsorship opportunities – speaking at events, logo on materials, etc.]

What would you spend for the chance to expand your visibility to a wider audience?

“I wouldn’t be the right person.”

What kind of things do you oversee? Would marketing or business development fall under you? If not, who should I talk to?

“I don’t make the decisions.”

I understand you’d need to consult with others about committing to a level of sponsorship. But you are involved in marketing or business development, correct?

I’m not looking for a decision when we talk. I would like to share some of the options we have that have been very beneficial for other businesses in [insert area].

“I’m too busy for a call.”

I’m not looking for any kind of decision. These 10 to 15-minute calls are to show you how impactful sponsorship can be for your organization. I’d answer your questions and show you how sponsorship of [insert chapter name] helps business leaders like yourself.

“We can’t afford something like this.”

I’m not expecting a financial commitment in our call. I’m just hoping to share some of our sponsorship options and some of the results other businesses have seen from their different levels of investment.



Take the stress out of sponsorships — build a program that works

The right tools and guidance let volunteers focus on building relationships and sharing the chapter message while decreasing the stress that can accompany asking for money.

Volunteers get more comfortable asking for sponsorship, and those elusive yesses become much easier to get.

Get in Touch with StarChapter

sales@starchapter.com
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Boost chapter revenue with seamless sponsorship management

Attract more sponsors and generate additional revenue for your chapter with StarChapter. Our platform makes it easy to manage sponsorships and banner ads with no extra effort.

Dynamically display sponsor ads across your website and email communications, with customizable categories and levels to highlight each sponsor's contribution.

Set sponsorship durations in advance, and StarChapter will automatically remove expired logos — ensuring sponsors get the value they paid for, and your chapter keeps a professional presence. Maximize sponsor visibility, streamline your ad management and reinvest the revenue into the programs that matter most to your members.