

# SPONSORSHIP LEAD

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The Sponsorship Lead is responsible for leading and recruiting the Sponsorship Committee, which secures funds, products, and services from businesses to help offset the cost of your event. Event sponsorship occurs when a company or organization agrees to pay money for exposure at your event. Exposure may be in the form of signage, booth or table, or the prominent placement of their logo.

## RESPONSIBILITIES

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- Familiarize yourself with the Walk for Water Sponsorship Opportunities Template.
- Establish sponsorship benefits for your Walk.
- Set a sponsorship goal with the Event Lead and develop a strategy to reach the goal.
- Contact past and potential sponsors to solicit pledges and gifts.
- Track sponsor status.
- Ensure sponsor amenities are provided as promised on the day of the Walk.
- Thank and recognize sponsors in a meaningful way during and after the event (e.g., thank you emails, arranging for different LT people to thank them in person during the event, call-out by Emcee, etc.)

## TAX RECEIPTS FOR SPONSORS

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- Sponsors who donate directly to Water Mission will receive a tax receipt.
- For sponsors who give directly to your event, Water Mission cannot offer a tax receipt.
- If a sponsorship comes via a gift-in-kind donation (buckets/t-shirts/signage), the sponsor should fill out the Gift-In-Kind Donation Form and email it to [walk@watermission.org](mailto:walk@watermission.org).

## MEDIA SPONSORS

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Media sponsors partner with your event for the specific intention of providing exposure in the community. In addition to helping promote the Walk, media exposure offers corporate sponsors additional benefits.

Exposure can be given in the form of:

- TV/radio airtime
- Newspaper articles and calendar listings
- Blogs
- Day-of Emcee
- Live broadcasting

## RESOURCES

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- [Sponsorship Opportunities Template](#)
- [Gift-in-Kind Donation Form](#)