



Building a Sponsorship Package for your Open Streets Program

When developing your Sponsorship Package remember...

- Develop an identity for your program and stick to it (key messages, slogan, logo, etc.)
- Customize each pitch you make to the specific sponsor
- Use numbers: stats, value of exposure, size of reach
- Make your ask early in your meeting with your potential sponsor
- Keep your pitch clear and brief
- You need a presentation AND something to leave behind. Do not just leave a copy of your presentation
- Consider giving potential sponsors a menu of different ways they can participate in your program.
- A picture is worth 1000 words -- use them to tell your story.

Designing your Sponsorship Presentation

Build your presentation using these 6 sections but remember to keep things clear and brief.

1. The problem we are trying to solve
 - Why your community needs Open Streets
 - Show them the numbers – what are the statistics – to back up the need
2. Your proposal: Open Streets
 - Sponsor's connection to the route? (branches, stores, target audience)
 - Impressions, audience, exposure, PR (think about pre, during, and post each Open Streets date)
 - Opportunities for community and employee engagement
3. This is where YOU (the sponsor) comes in.
 - Why your brand is a good fit
 - The Ask: tell the sponsor what you want from them
4. The customized opportunity – what's in it for YOU (the brand)
 - What is it? – the values and beliefs
 - Where it all began – brief history
 - What Open Streets will look like in your city (Map + Timeline)
 - Add a rendering of what your Open Streets will look like, if possible.
5. Demonstrate existing energy surrounding Open Streets
 - Success of programs around the world (pictures and numbers)
 - Success and support for this kind of program in your community (if possible)
 - And local momentum for Open Streets (press coverage, expressed support)
6. Closing remarks
 - Thank-you!
 - Contact information

Append:

- Quotes from early supporters (those stakeholders you pitched the idea to early in the process)
- Budget overview and timeline
- Detailed map of your Open Streets program

You should always leave a package behind. It may include:

- One-page information sheet about your Open Streets program. Think of it as an ‘Executive Summary’ of your Sponsorship Presentation.
 - What is the problem you’re trying to solve?
 - The solution: Your Open Streets program
 - Who you are: The Team and why you’re capable of executing this program
 - What you want from this potential sponsor
- Budget overview for the program
- Timeline for project implementation
- Formal letter requesting sponsorship
- Other items you believe would be relevant. But keep it brief!

You should also consider...

What?

- What kind of sponsorship are you looking for from different sponsors? Money? Services in-kind? Programming? Media/exposure? Equipment? Manpower?
- What does a sponsor get in exchange for what you’re requesting?

Who?

- What industries will you target and why?
- What specific people within these organizations are you targeting? Do you have any existing connections or relationships?

How?

- What’s your Open Streets marketing campaign? (How will sponsors increase their exposure?)
- What other ways can your sponsors interact with your program?

Quick Tips: what sponsors want to hear

How does the brand fit?

- Your Open Streets program is aligned with the Brand’s objectives and its community

What’s the return on investment?

- The Brand will receive exposure/increased sales/traffic in exchange for their investment in your Open Streets program.

Is the Open Streets program creditable?

- Your Open Streets program will be led and governed by a strong team. The budget is clear and there is a contingency plan.

Can the sponsor customize the sponsorship opportunity?

- Opportunities for the brand are tailored to fit their image. The brand can literally see itself in the context of the program

Will investment in the program make the sponsor’s brand look good?

- Employees, future employees and customers find the brand’s investment in the program attractive.