

eventbrite

Event Name

[Website](#) | [Social Profiles](#) | [Contact info](#)

September 1, 2018

Event basics

Time & date of the event

Location of the event

CHAPTER

01

About you, the organiser

About you, the organiser

Who you are

Why you're organising the event

CHAPTER

02

About you, the audience

About the audience - who are they?

Numbers

- How many people do you expect?
- And some rationale as to how you've reached that number.

Demographics

- who is attending?
- Include things like their age, sex, income, job title, interests etc.

Eventbrite toolkit

The Complete Guide to Audience Engagement
The Power of Personas

CHAPTER

03

Event, Promotion plan

About the audience

Why and how

you can reach your audience

(how will you market this event and what makes you confident it will be a success)

Eventbrite toolkit

How to Master Facebook Advertising and Sell More Tickets

7 Email Templates to Sell Out Your Next Event

The Complete Guide to Instagram for Events

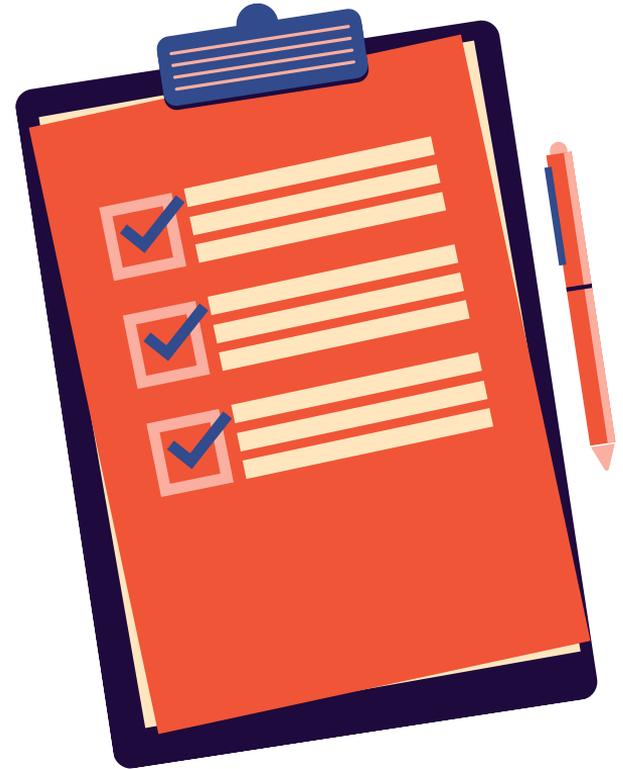
CHAPTER

04

Credibility

Credibility

- **If you've run the event previously, include a slide with the following:**
 - Photos
 - Testimonials
 - Key stats
- **If it's a new event, focus on things like:**
 - Confirmed speakers / event draws
 - Supporting partners
 - Confirmed venue



CHAPTER

05

The package and benefits

The package and benefits

What do they get?

Don't just include onsite benefits, but things like co-branding on all marketing materials and any other pre or post event promotion they'll enjoy.

Mention if this is exclusive or how many **opportunities** are available at this level of sponsorship.

How much will it cost?

If you don't want to pick a single sponsorship package to send your target, then include each package on a new page.

Eventbrite toolkit

How to Win Sponsors for Your Event
The Sponsorship Outreach Tipsheet

CHAPTER

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06

Call to action

Call to action

Provide a deadline to get back to you

Incentivise them to get back to you (discounts work, as does exclusivity, e.g. let them know this package is with other leading companies similar to them and there's limited availability)

TIP BOX

Only approach potential sponsors who you feel are aligned with the goals and core purpose of your event. You need to believe in what they can bring to your event and they need to believe in the purpose of your event

**Reiterate your
key selling point
and contact info.**

Example

An example sponsorship pitch deck filled in

Awesome Event 2018

The world's largest gathering of awesome people who share a common interest in being awesome.

#AE2018

About us

- Awesome Event will run from 9.30am on Tuesday November 3rd to 4pm on Wednesday November 4th
- The event will be held at the Business Design Centre, 52 Upper St, London, N1 0QH

A dark blue rectangular graphic containing the text 'AWESOME EVENT 2018' in white, bold, uppercase letters. A small yellow square is positioned to the right of the text.

**AWESOME
EVENT 2018** ■

About our audience

- At this year's annual event, we expect to see at least 1000 people gather over the 2 days to celebrate awesomeness with us, you and one another.
- Our attendees are well educated, with median incomes of £50k and are interested in the arts, education, self improvement and health & wellness.



Event Promotion

Our event will be promoted across all our key channels, including to:

10K

Twitter followers

20K

Facebook followers

5K

Pinterest &
Instagram followers

15K

Newsletter
Subscribers

50K

Monthly
Blog Readers

Key Stats from Awesome Events 2018

1007

Attendee

20

Top Speakers

8000

Interactions

14000

Social media mentions

"Getting in front of the awesome people at this event was the single best marketing decision we made in 2017."
Headline Sponsor, AE2017

Headline Sponsor

As the headline sponsor, you will enjoy:

- Exclusivity
- Brand name mentioned in all marketing promotions
- The biggest exhibition space available (20 x 20)
- Keynote speech to open the event
- Dedicated blog post, newsletter and Twitter account takeover for a day
- Dedicated post-event email to all attendees

This package costs £35,000 + VAT



Get in on the ground floor

- The deadline to confirm our headline sponsor is October 2nd
- This is an exclusive package and will be sold on a first-come, first-served basis.
- If you can confirm within 30 days, we are also able to offer a 5% discount.

Contact Us

**Thank you for taking the time to learn more
about the world's largest,
longest running and most inclusive event for
awesome people.**

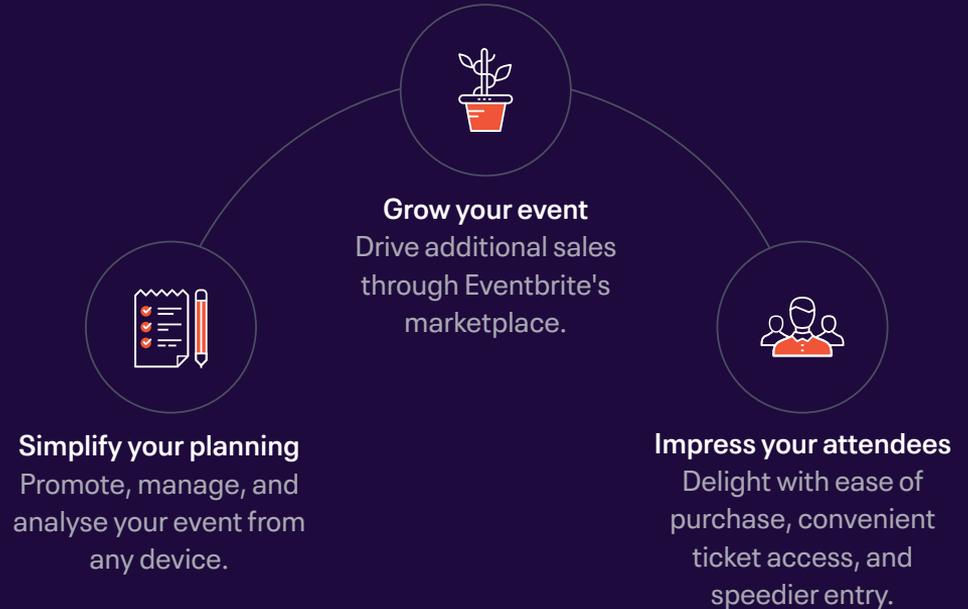
Contact our Head of Sales,
John Smith, today to discuss your involvement:
Call: 000 000 0000
Email: john.smith@awesomeeventppl.com

eventbrite

Hundreds of thousands of organisers use Eventbrite to drive ticket sales*, promote and manage events, handle on-site operations, and analyse results across multiple sales channels.

[Talk to an event expert](#)

[View on-demand demo](#)



*Based on more than 700,000 event creators in 2017