# Sponsorship: packages that get signed

09 · Marketing & Promotion · about 12 minutes

What sponsors buy (access, data, visibility), tiered packages, activation ideas and the deck template.

## Before you start

The event you are applying this to (real or the running gala example):

Date · guests · budget envelope:

## Work through the objectives

### 1. Build a sponsorship package

### 2. Price tiers

### 3. Deliver and report on sponsorship

## Apply it: three decisions for your event

| DECISION | WHAT YOU CHOSE AND WHY | OWNER / BY WHEN |
| --- | --- | --- |

## Check your understanding

Sponsors mostly buy

A sponsorship report should include

Answers are on the lesson page after you take the quiz.

## One line to remember