

LEVERAGING PARTNERSHIPS TO HOST SUCCESSFUL EVENTS



HOW TO BUILD STRONG COLLABORATIONS
THAT MAKE EVENTS THRIVE

RAISE YOUR HAND IF:

A close-up photograph of a person's hand raised in the air, with fingers spread. The hand is wearing a silver ring on the ring finger. The background is a blurred crowd of people, suggesting a large gathering or event.

- You struggle to get sponsors
- You rely on the same partners every year
- You feel like you're just "selling logos"

TODAY YOU'LL LEAVE WITH:

- A partnership mapping tool
- A value proposition framework
- 3 new sponsorship ideas
- A real action plan



FROM:

TO:

Sponsors -----> **Partners**

Transactions -----> **Relationships**

Logos -----> **Experiences**



WHY EVENTS FAIL TO ATTRACT PARTNERS

Too generic

No clear audience value

One-size-fits-all packages





Your event = a platform

not a program

Challenge:

Limited budget

Solution:

Leverage local businesses as co-creators

Result

Shared costs + stronger turnout



MAPPING YOUR ECOSYSTEM



INTERACTIVE EXERCISE

Draw 3 circles:

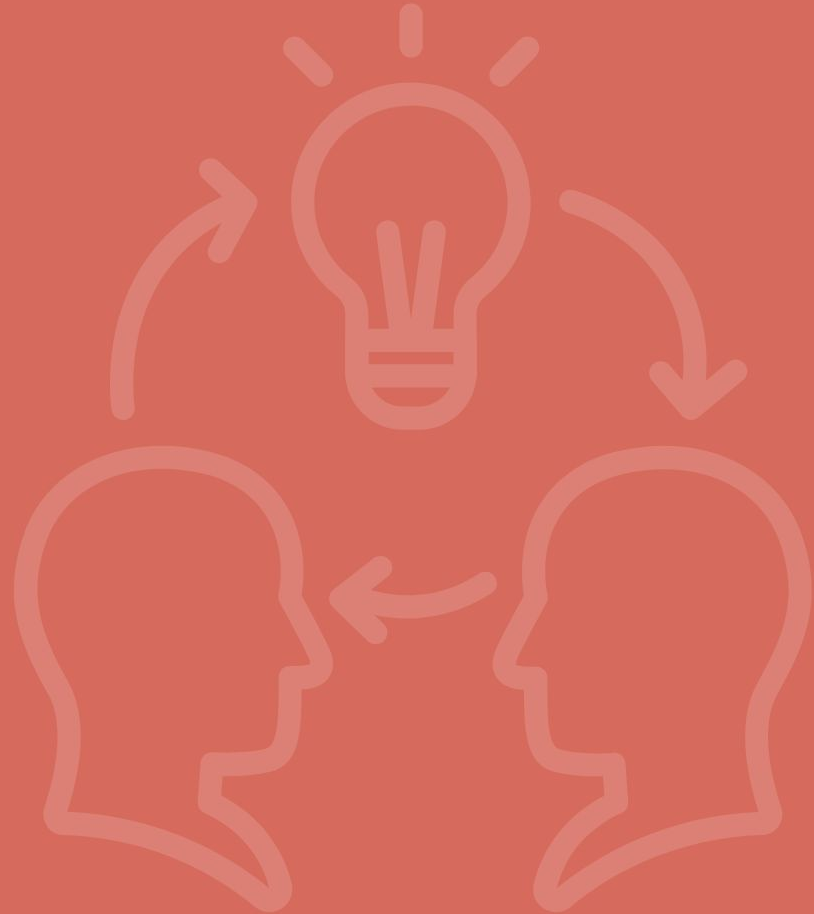
1. *Current* Partners
2. *Potential* Partners
3. *Dream* Partners



SHARE BACK

Turn to a neighbour

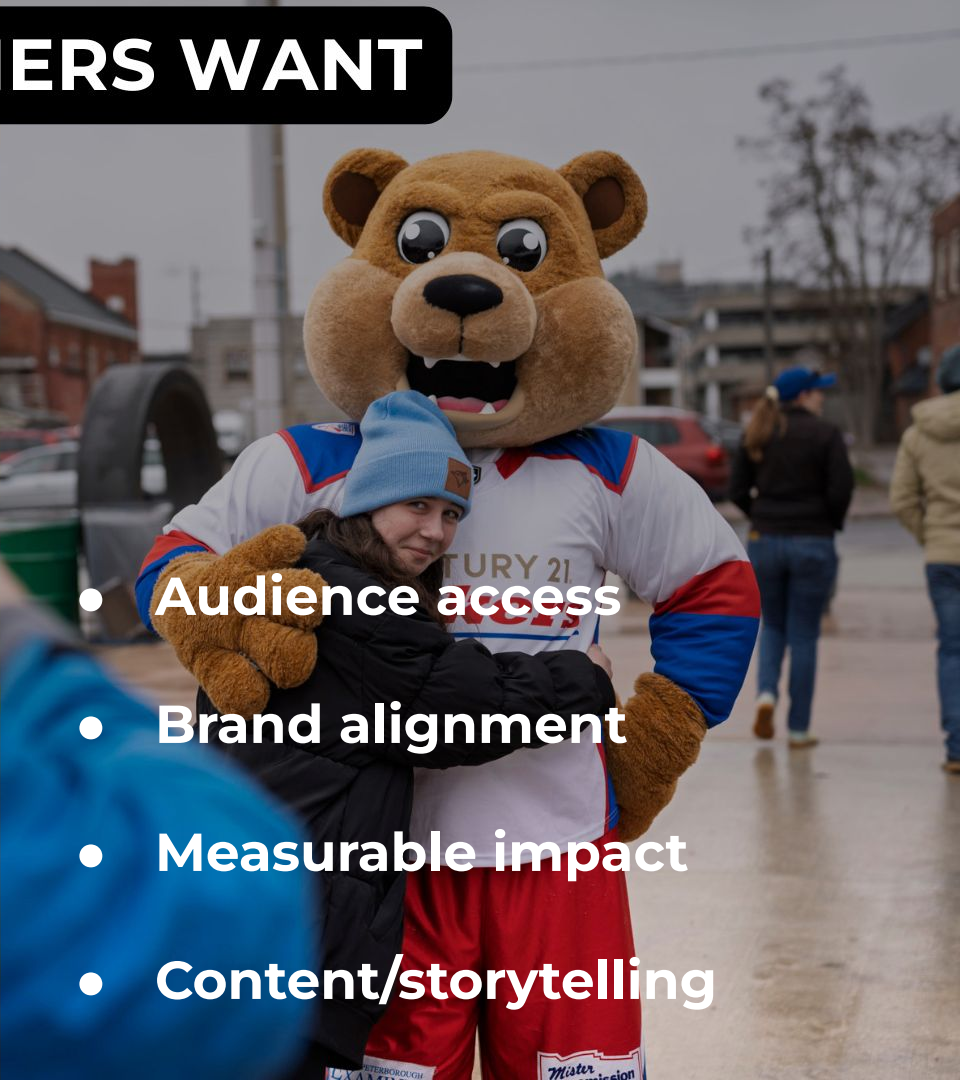
Who is one new partner you identified?



HARD TRUTH

Nobody sponsors your event to be nice.

WHAT PARTNERS WANT



- Audience access
- Brand alignment
- Measurable impact
- Content/storytelling

Breakfast & Local Campaigns

Focus:

Weekday traffic

Value:

Direct sales +
exposure



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PETERBOROUGH
CASE STUDY #2

VALUE FORMULA



**Your event + their goal
= shared value**



BAD VS. GOOD PITCH



“500 attendees”



“500 engaged local shoppers ready to spend”



INTERACTIVE EXERCISE

Fill in:

1. *“Our audience is...”*
2. *“They care about...”*
3. *“Partner gets...”*



People don't remember logos. They remember experiences.



**STOP
SELLING
LOGOS**



Bethanie





TYPES OF SPONSORSHIP

Financial

In-Kind

Experiential

Co-created

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PETERBOROUGH CASE STUDY #3

Experiential Activations

Businesses hosted mini
pop-ups during events

- Created reasons to linger downtown
- Increased dwell time + spending



EXAMPLES

Creative ideas!

1. *“Wellness lounge” sponsor*
2. *DIY Stations*
3. *Sponsored giveaways*
4. *“Adopt a vendor” model*





MINI CHALLENGE

**REDESIGN ONE SPONSORSHIP
REPLACE LOGO WITH EXPERIENCE**

Real partnerships are built

after the event



BEFORE, DURING, AFTER



BEFORE: ALIGN EXPECTATIONS

DURING: DELIVER + CAPTURE CONTENT

AFTER: REPORT + THANK



PETERBOROUGH CASE STUDY #4

Retention Strategy

- Follow-up reports
- Highlighting businesses on socials
- Early renewal offers



WHAT MAKES PARTNERS STAY

- They felt valued
- They saw ROI
- They were included



WRITE DOWN



**ONE PARTNER TO APPROACH
ONE IDEA TO PITCH DIFFERENTLY**

WHAT'S YOUR NEXT MOVE?

**BUILD RELATIONSHIPS, NOT
TRANSACTIONS**

FOCUS ON SHARED VALUE

BE CREATIVE

FOLLOW UP WHAT MATTERS MOST



**WHAT WILL YOU DO
DIFFERENTLY NEXT WEEK?**

Q&A

