

How to customize your sponsorship benefit package

This guide will help you create a sponsorship package to fit the needs of your event or activity. Begin with the reviewing the key elements of a sponsorship package including the **tier structure** and **sponsorship benefit examples**. Use these elements to customize your sponsorship tiers based on your event or activity.

Tips for creating your package

1. Start with the *Sponsorship Benefit Examples* list to decide what aligns with your event/activity.
2. Assign sponsorship benefits to tiers based on the cost (\$-\$\$\$).
3. Include specific quantities (e.g., number of tickets, logo placement), which may vary across tiers 1-3
4. Keep the package clear and aligned with what your event/activity can deliver.

Tier	Cost	Sponsorship benefits
Tier 1	\$	
Tier 2	\$\$	
Tier 3	\$\$\$	

Sponsorship Benefit Examples

- **Sponsor name and/or logo placement:** e.g., website, email, printed and/or digital program, screen projection, banners, flyers, invitations, t-shirts, stage, reception area, table centerpieces, or specific activities
- **Event program d:** ¼ page, ½ page, full page (print or digital)
- **Banner display:** on-stage, event entrance, or other high-visibility areas
- **Social media recognition:** posts and tags across event social media platforms
- **Promotional item distribution:** branded items given to attendees
- **Seat drop opportunities:** materials or gifts placed directly on attendees' seats
- **Dedicated presentation to organization's constituents:** opportunity to engage directly with SMUD customers
- **Volunteer support:** sponsor employees or volunteers participate in the event
- **Booth space:** 10x10 space, 10x20 space, premium booth placement (in high-traffic or central areas)
- **Speaking opportunity:** e.g., award presentation, opening remarks, video, or panel participation
- **Tickets:** entry passes to your event/activity
- **Reserved table/seating:** assigned/preferred seating for sponsor guests.