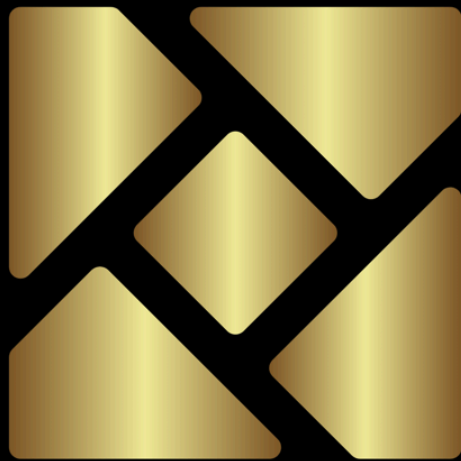


Discover how to maximize your sponsorship opportunities
effectively

TOP 5 COMMON MISTAKES



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SPONSORSHIPS THAT WORK. RESULTS THAT LAST

Free Guide

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Avoid Common
Pitfalls

TOP 5 MISTAKES



Talking about yourself instead of how you'll serve your sponsors



Pricing Packages without showing ROI



No Referral Strategy—Offering same “deliverables” as everyone else



Sponsor Deck too complicated



Pitching Cold without Relationship Building

Why It Matters

Understanding these critical mistakes will help you navigate the sponsorship landscape effectively and **increase your success**.

Don't miss your opportunity to learn from the experts at
Sponsors Edge!

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Talking about yourself instead of how you'll serve your sponsors

Mistake:

Most pitches focus on the event or the organizer, without highlighting the sponsor's benefits.

Fix:

Lead with who your audience is and why sponsors should care about them. Talk about the exposure, engagement, and value the sponsor will get from your audience. Sponsors care about reaching their target market — not just your event.

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Pricing Packages without showing ROI

Mistake:

Many sponsorship pitches fail because they don't clearly outline the value a sponsor will receive in return for their investment. Without a well-defined offer, sponsors are left wondering what exactly they're getting for their money

Fix:

Be specific about the value you're offering. Clearly define what the sponsor will gain — whether it's brand exposure, direct access to your audience, or exclusive perks. Present the sponsorship opportunity as a mutually beneficial partnership, not just a transaction. Demonstrate how the sponsor's involvement will help them meet their marketing goals, and always tie it back to your audience's interests and needs.

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No Referral Strategy—Offering same “deliverables” as everyone else

Mistake:

Relying on the same deliverables as everyone else (logos, banners, ads) and having no referral strategy makes your sponsorship offer easy to ignore.

Fix:

Create a referral program that motivates your community to connect you with new sponsors, and offer customized deliverables that focus on real sponsor goals like brand activation, customer engagement, and year-round exposure. Unique, targeted offers set you apart and keep sponsors coming back.

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Sponsor Deck too complicated

Mistake:

Overloading sponsors with too many options, a lengthy pitch, or unclear next steps.

Fix:

Offer 3 sponsorship packages at most (e.g., Gold, Silver, and Bronze), each with clear deliverables.

Have a simple call to action so sponsors know exactly what to do next

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Pitching Cold without Relationship Building

Mistake:

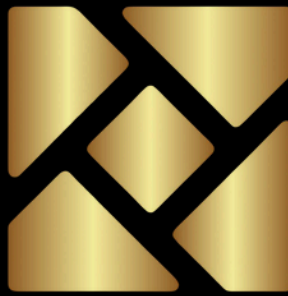
Reaching out cold to a potential sponsor without establishing any kind of relationship or rapport first.

Fix:

Build relationships before pitching. Engage with them on social media, send a thoughtful email, or even meet in person before asking for sponsorship. Sponsors are more likely to say “yes” if they know you and trust you.

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You're closer than you think!

Avoiding these five common mistakes can completely transform the way you sell sponsorships — and set you up for real, lasting success.



Focus on their goals, not yours



Present a clear and valuable offer



Build trust and proof with your audience data



Simplify your packages and call to action



Leverage referrals from your community to open new doors

***Ready to start closing more sponsorships — faster and easier?
Let's build your winning strategy together.***

Learn more at the next Sponsors Edge Webinar: April 18, 2025:

[Click Here](#)

Or email directly: j.dial@sponsorsedge.com

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