Sponsorship Options

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When configuring your sponsorship options you will be able to define Sponsorship Packages and the items they contain:

- Inclusions
- Additional Charges
- Checklist Items
- Documents

Sponsorship Package

Packages are at the heart of the Sponsorship Module. Packages are the primary means of grouping what sponsors purchase (Gold Package, Platinum Package, etc.).

> **Tip**: Sponsorship Packages are different from the Registration Packages found in Advanced Setup. Registration Packages are made up of pre-defined registration items, to be used on an Interactive Registration Site. Sponsorship Packages can include any item at all, not just registration items, although a Sponsorship Package can include a Registration Package, too.

When setting up a package, the fields you can create include:

Details Tab

- **Name** - the package name.
- **Amount** - the cost of the package.
- **Inventory** - indicate whether there are an unlimited number of packages available, or specify the quantity that can be sold.
- **Optional Alert** - lets you create an alert based on remaining inventory and lets you define what alert level to send.
- **Include Package** - assign a Registration Package to include with this Sponsorship Package.

Inclusions Tab

You can check off which of your previously defined inclusions are part of this package. You can define the quantity of each item, and its retail value will also be indicated. Please note retail value is just for providing information to the sponsors; all inclusive items will be included at the actual package price.

Advanced Sponsorship Package Details

- **Unique Code**
- **Valid Payment Status** - the default payment statuses are Purchase, Inclusive, Complimentary, and Canceled. You can also enable additional payment statuses, such as:
  - No Charge
  - Own Expense
  - Invited
  - Not Attending

- Not Required
- Deposit
- Charge to Another Contact
- Split Charge
- Waitlist Purchase
- Waitlist No Payment Required
- **Invoice Group** - if you have defined these in Financial Settings, you can select one here.
- **Credit Hours/Points** - if you have defined continuing education credits for this exhibition, you can assign points or hours here.
- **Income Account** - you can point sponsorship packages to a specific Income Account code here.
- **Tax** - if you are charging tax, you can define the tax type and rate here.
- **Cancelation Fee and Tax** - if you are setting a default cancelation fee (with applicable tax) you can define that fee here.

Inclusions

Before you define your packages, you should define your inclusions. The Inclusions section lets you create a list of your inclusions - simply give each a name and a value. You will also be able to add inclusions as part of the package creation process, from the Inclusions Tab.

Additional Charges

In addition to items included in the standard Sponsorship Packages, you can also create additional items you can sell to your sponsors. These may be special promotional opportunities, such as sponsoring a golf tournament, or sponsoring a luncheon or mobile application. When creating additional charges, you will be able to define:

- **Name**
- **Amount** - cost of the item.
- **Type of Selection** - you can indicate a checkbox selection or a quantity selection.

Checklist

Checklist items are the action items that your sponsors need to complete by specific dates, such as:

- Submitting company profiles
- Submitting brochures for inclusion in satchels
- Turning in rooming lists
- Submitting names for seating at a gala dinner
- Submitting logos and artwork
- Submitting PowerPoint Slides
- Much more!

When setting up checklist items, you simply enter the name of the checklist item, indicate if it is required by default, and enter the default due date for delivery.

EventsAir will create a detailed checklist and allow you to easily stay on top of all needed deliverables!

Checklists and the Sponsorship Portal

You should create these checklist items with the understanding they will be appearing in the Sponsorship Portal. This portal is where potential sponsors can purchase sponsorship packages, and for current sponsors to upload and provide you with the items and information you define in the checklist options.

Documents

When you define your document specifications, EventsAir will provide fields and a method to upload and store the documents at the point of booking the sponsorship package.

When you define your document types, you can define the following:

- **Name**
- **Type**
    - PDF
    - Uploaded Document
    - Plain Text
    - Image
    - Link
- **Size Limit** - lets you define (in Kilobytes, words or characters) a size limit for each document type.