

16. Report to your sponsor!

What is a sponsorship report?

A sponsorship report is completed by the sponsored party and provided to the sponsor at the conclusion of the event/activity (for single events) or periodically (for on-going sponsorships), as commonly agreed.

Why reporting to your sponsors is important?

- Provides another opportunity to say thank you;
- Increase credibility with sponsor;
- Consist a written documentation of what was delivered;
- Sponsors see them as very valuable;
- Consist the starting point of discussions for renewal of the sponsorship;
- Has been suggested to increase renewal rates.

What steps your need for completing a successful sponsor report?

- Know who your audience is;
- Know what information you want them to know after reading it;
- Have all needed information ready;
- Use accurate and precise information on all sections.

Sponsorship report content

The sponsorship report must outline four main parts:

- a. Objective;
- b. Budget;
- c. Workflow & process
- d. Summary & results

Here is an example of the structure of a sponsorship report you could use while reporting for an SME partner:

Organizations' info	Names and addresses of the parties to the sponsorship
Main project info	Title of the project, Location, Target group
Objective	Brief description of the organization/ event/ activity being sponsored
Budget	A summary of how sponsorship funds are being allocated (i.e. direct community benefit, administration, promotion and marketing, etc.)
Workflow & process	Performance relating to the organization/ event/ activity being sponsored; Management of any identified constraints, risk, liability and/or conflict of interest
Summary & Results	Summary of the main cooperation results including: Beneficiaries, Impact; Remaining sponsorship obligations where applicable