



## **ACRP Chapters Tips for Finding Sponsors**

This document contains ideas for soliciting sponsor support to help offset the cost of facilitating in-person events in your area.

- Exclusivity can be a worthwhile motivator; consider offering a single sponsorship.
- Create a tier system of multiple sponsorship opportunities that will fit a variety of budgets.
- Procure a member directory from local, city, and state Chambers of Commerce for prospecting.
- Search for pharma, research, and/or biotech companies near you for prospecting.
- Craft a letter and sales flyer for your chapter members to present to their respective company and/or employer.
- Promote your event and sponsorship opportunities when you email chapter members.
- Build awareness for your event and sponsorship opportunities on your chapter web page and social media pages.
- Ensure ACRP Global is aware of your event so it can be listed on the organization's calendar of events and promoted in the member newsletter.
- Include information about your chapter in your email signature where appropriate.
- Follow up with both warm and hot prospects.
- Ask for commitment from the sponsors.