Organizations often supplement their budgets by soliciting suppliers for sponsorships and advertising income.

The **SPONSOR OPPORTUNITY MENU** is a comprehensive approach to soliciting suppliers --- avoiding "nickel and diming" throughout the year.

Most corporate budgets are set in the prior year; thus it is advantageous to create the opportunity menu by the third quarter for the next year's activities.

Creatively package events, publications, themes and levels of involvement to increase interest and opportunities.

- Strategically design opportunities that meet supplier needs.
- Promote levels of involvement to "up-sell" opportunities.
- Remember the tax distinction between advertising and sponsorship income; be careful how it is promoted.
- Mix and match activities; for example advertising, speaker sponsorship, VIP registration and website banner.
- Provide all the details; don't make suppliers call for more information.