



How to get sponsors for your virtual event

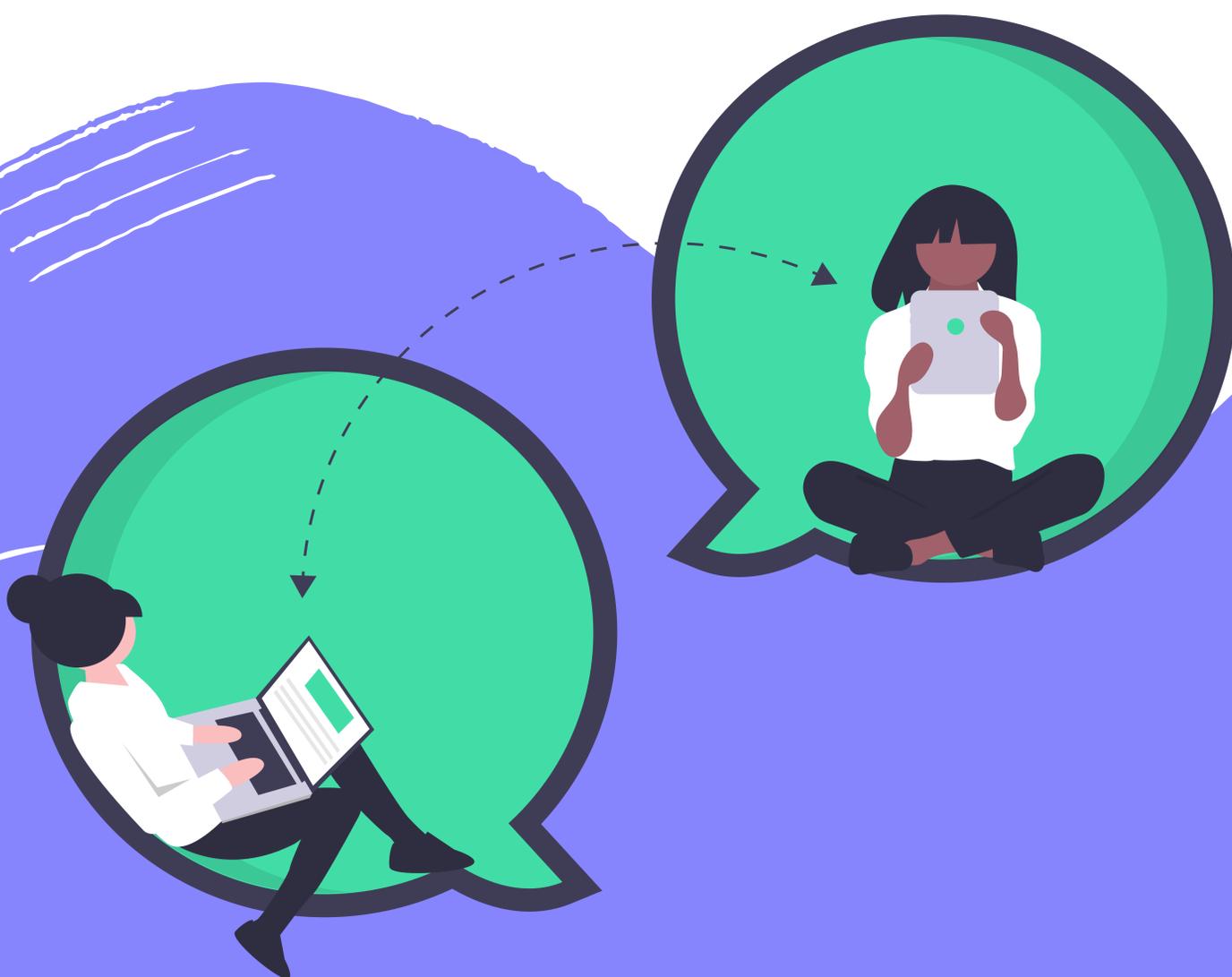


1. Why **leverage sponsors**?

There are many ways to give your sponsors varying visibility throughout your **virtual race**.

But what are the **key advantages** of using sponsors?

- 👉 Giving sponsors visibility is a way to help offset the cost of your virtual race.
- 👉 It's a great way to create ongoing and lasting relationships with corporations.
- 👉 Your nonprofit can gain extra users and donations with these partnerships by spreading the word.
- 👉 Connect your local community with local businesses!



2. The Challenge and Registration Page

One of the main ways to give sponsors visibility is featuring them directly on your event's registration page.

01

Create different levels of visibility (sponsor tiers) throughout your page

02

Add promo codes for sponsored registration tickets

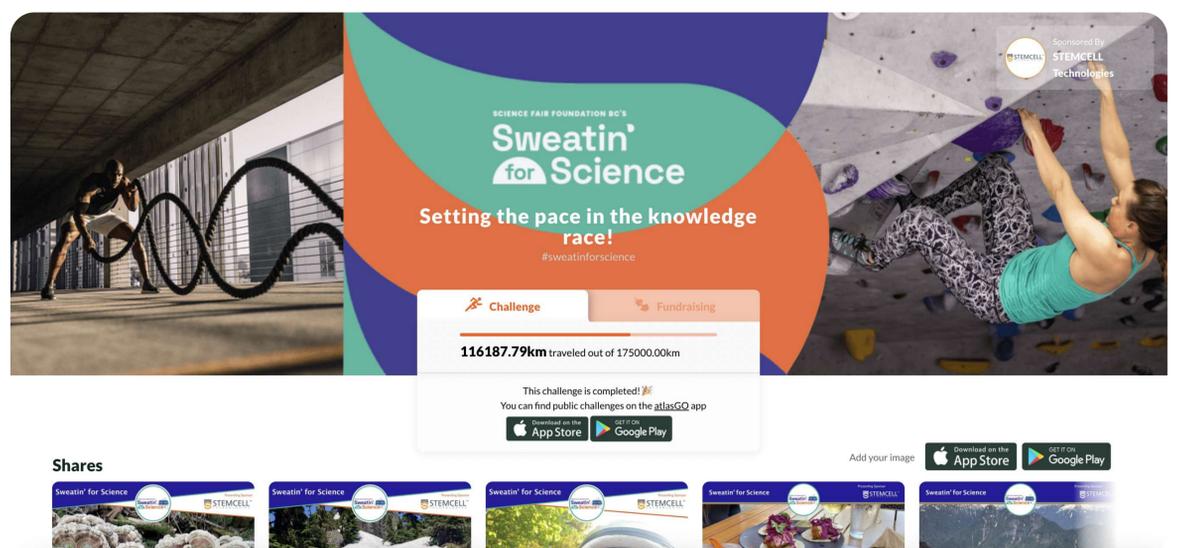
03

In-kind sponsors? Feature the merch they're sponsoring!

GOLD SPONSORS

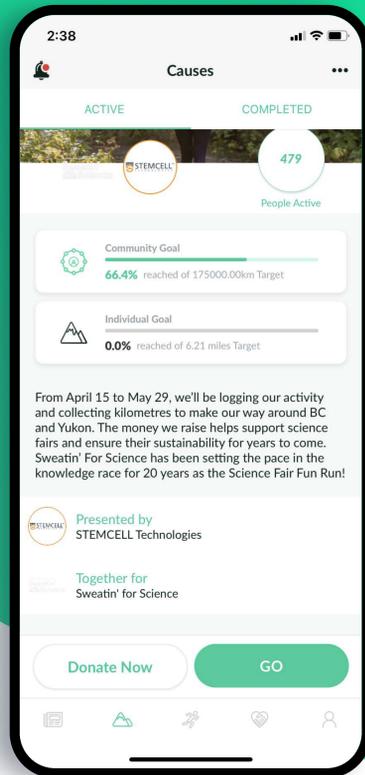


SILVER SPONSORS



3. Leverage Our **atlasGO App**

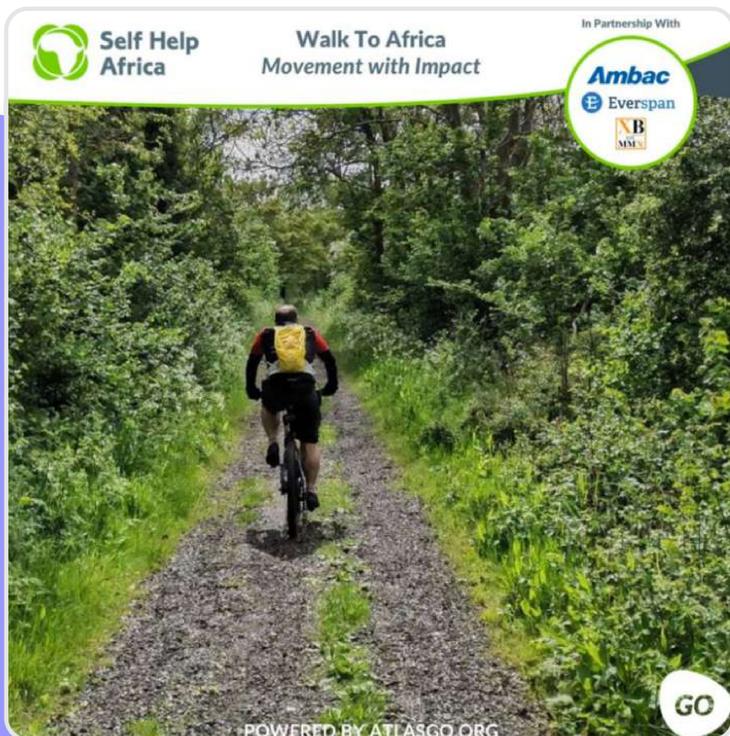
Feature the main sponsor prominently throughout the atlasGO app including:



The **main challenge app** page.



Dedicated sponsor page on the app.

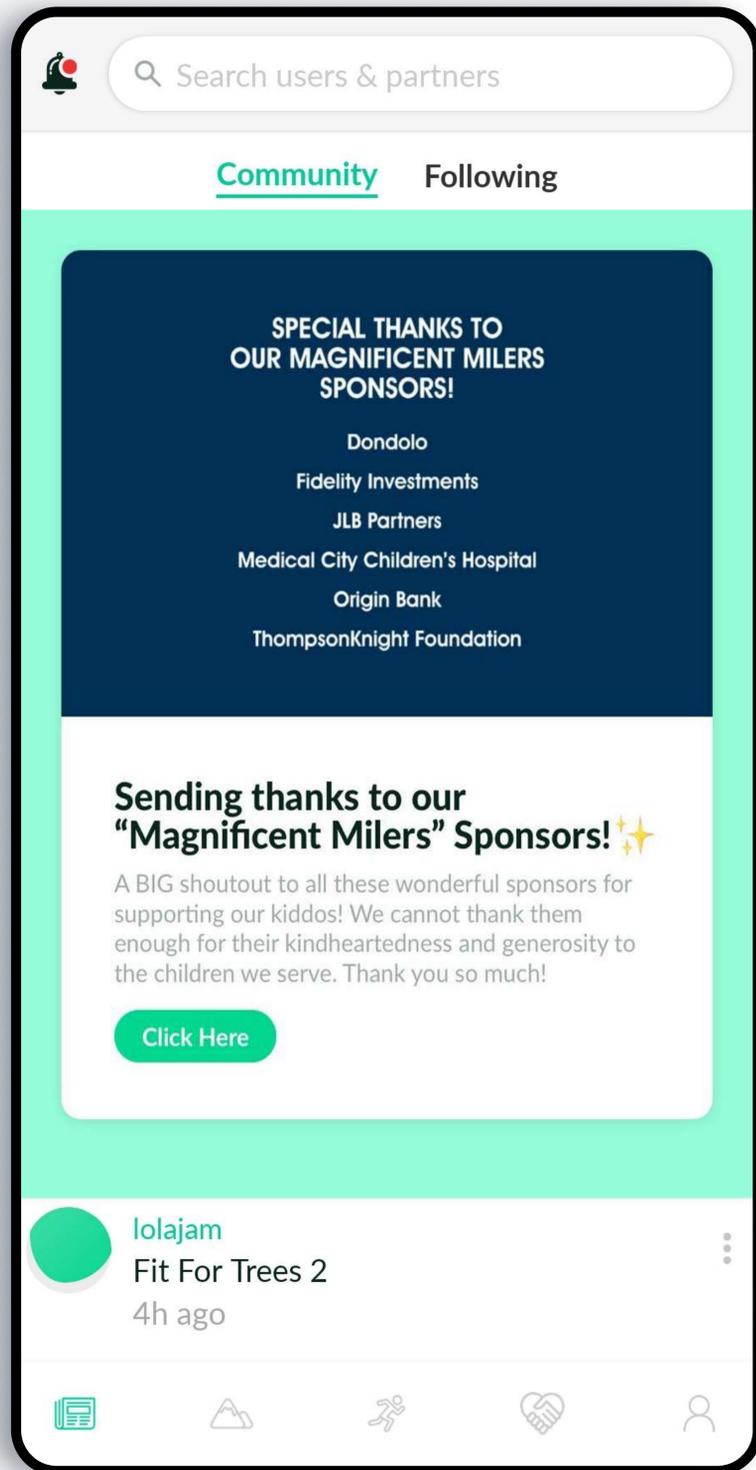


On the **sweaty selfie filters** (these selfies can be shared easily on social media such as Instagram and Facebook for more exposure.)

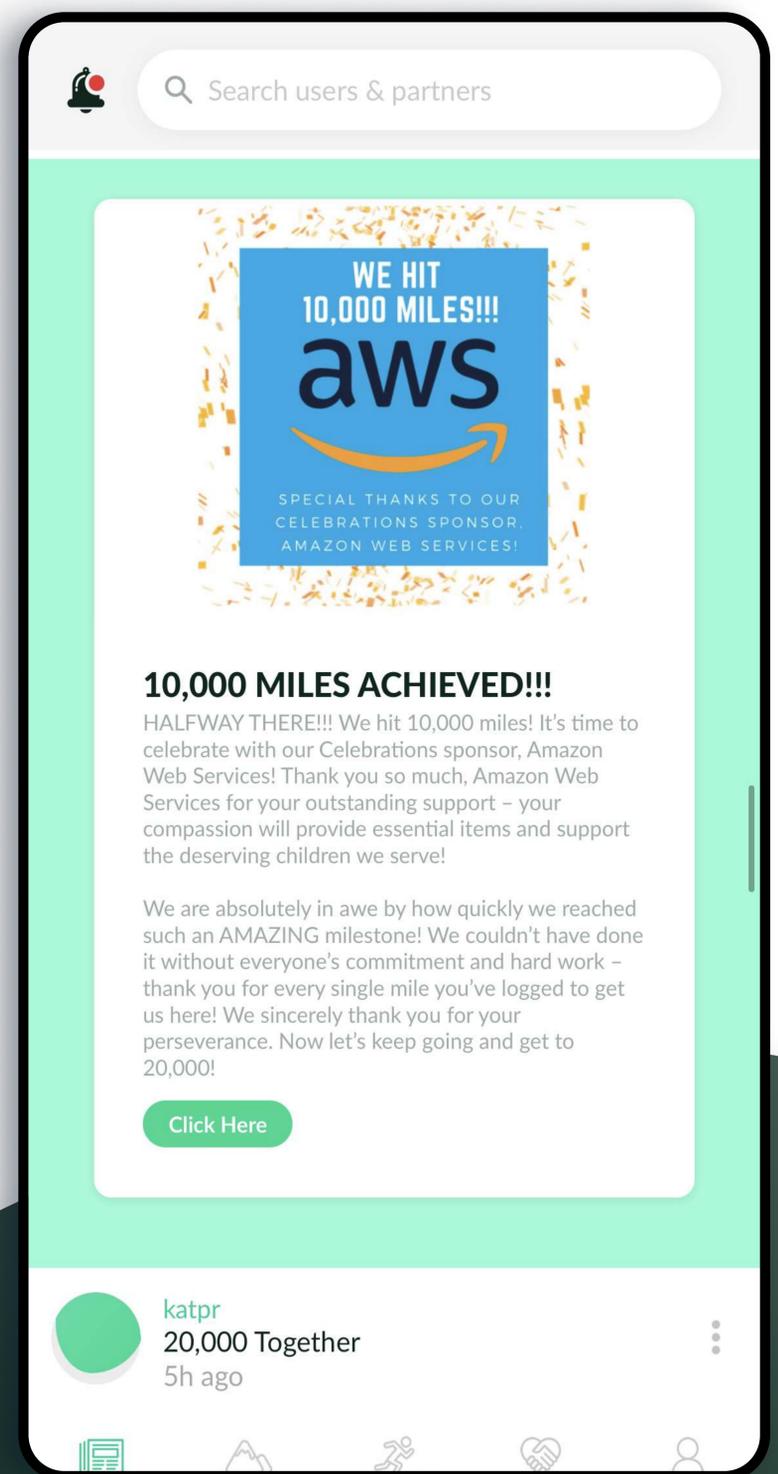


4. Use **Pinned Posts** for Extra Visibility

When using our mobile app, our **pinned post feature** can give your sponsors extra visibility to everyone scrolling through the feed.



Pinned posts occur after the first three user posts.



5. Email and Push Notifications



Hi YWCA Supporter,

Thank you for joining the atlasGO app to support YWCA Charleston!

Here are some useful tips to get the best out of your atlasGO experience:

Your Virtual Race: you can complete your 1-mile walk or 5k run anytime between April 11 and April 25. You can do that in intervals, so you don't have to do the whole exercise at once. Once you complete your goal, you automatically enter the raffle to win a prize. You can also continue to add miles once you have completed your initial goal. Let's go the extra mile to reach our community goal of at least 1,000 miles!

Many thanks to all of our sponsor making this possible!

TITLE SPONSOR



FINISH LINE SPONSOR



FINISH LINE SPONSOR



MILE MARKER SPONSOR



MILE MARKER SPONSOR



MILE MARKER SPONSOR



GOLD SPONSOR



GOLD SPONSOR



MEDIA SPONSOR



MEDIA SPONSOR



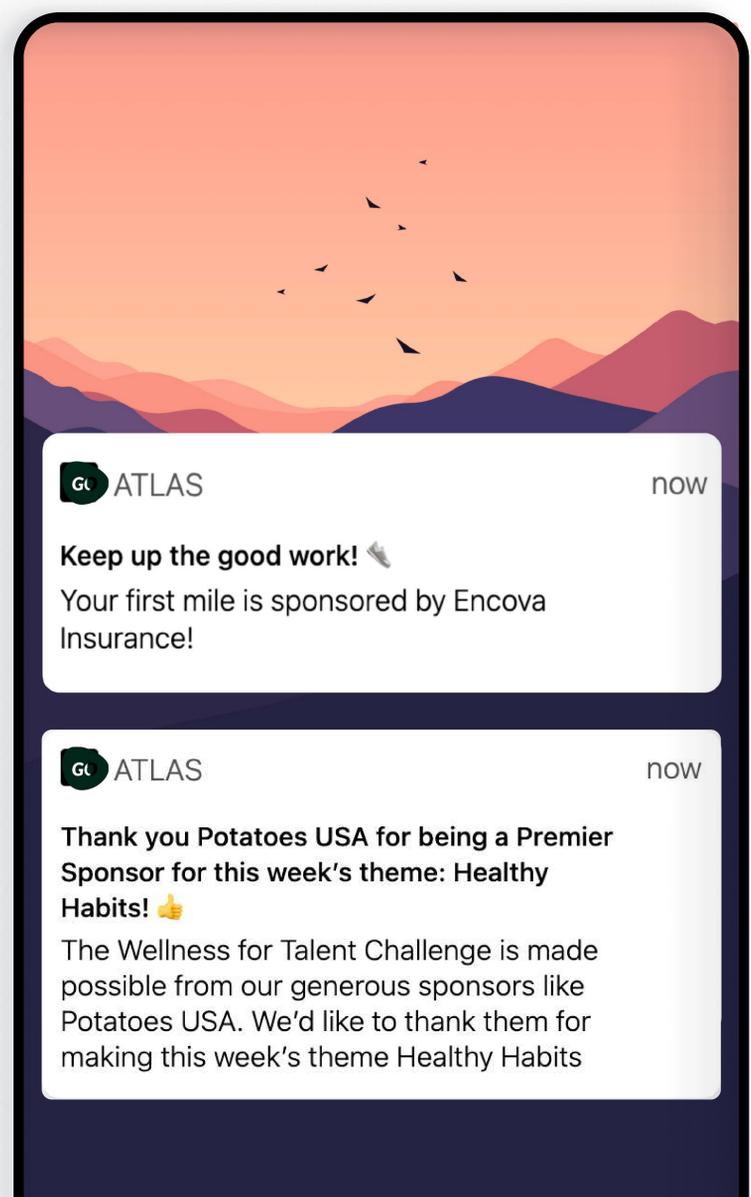
Your dedicated project manager can help give your sponsors a **prominent spot** throughout your communication campaign of your virtual race.

Create newsletters with **clickthrough logos** of your sponsors.

Use motivational **push notifications** to display different milestones.

Feature your contributing sponsors in **milestone updates**.

Use push notifications to **notify all participants** of your sponsors throughout the race!



6. Gamification Strategies



Name and Title Sponsorship

Incorporate the name of your main sponsor into the name of your virtual race.

Activity Sponsorship



If your challenge offers multiple activities, you can offer directly sponsored activities! For example, a specific activity is sponsored by an organization.



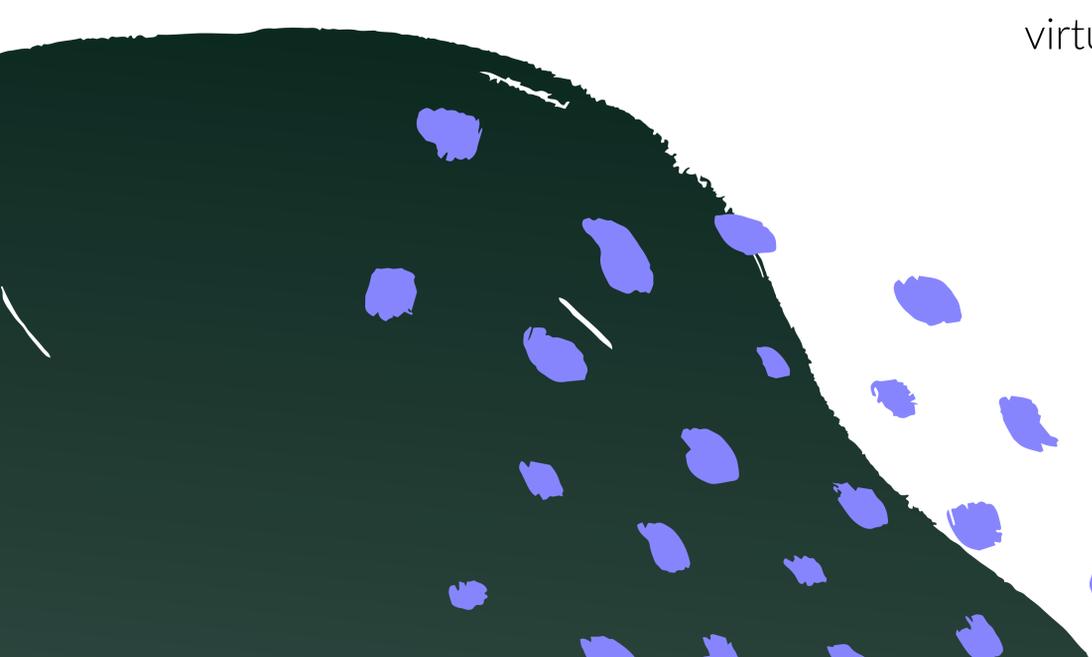
Ticket Sponsorship

Incorporate the name of your sponsor into the categories of your virtual race.

Impact Sponsorship



Boost your users by making your sponsors commit an amount for every mile posted on atlasGO during your virtual race! Feature your impact sponsors on filters, emails, and more!



7. Overview of Sponsorships

	Main Sponsor	2nd Tier	3rd Tier
Challenge Page			
Header Logo	✓		
Logo Placement	✓	✓	
Name Placement	✓	✓	✓
atlasGO App			
Profile with Logo + Info	✓		
Filters for Selfies/ Posts	✓	✓	
Email & Push Notifications			
Featured Story	✓		
Thank You Email	✓		
Logo	✓	✓	✓
Name Placement	✓	✓	
Push Notifications	✓	✓	✓
Gamification Strategies			
Name/ Title Sponsorship	✓		
Ticket Sponsorship		✓	
Impact Sponsorship	✓	✓	
Activity Sponsorship	✓	✓	

The atlasGO team wishes you and your sponsors a successful launch!



For more ideas:

<https://atlasgo.org/virtual-race-platform/>

For more information/questions:

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