

Media Sponsorship Tips

Media sponsorship is a partnership between an organization (or guild) and a media outlet that provides mutually beneficial promotion for the media outlet and an event or project. The following are some tips to help you secure media sponsorship for your guild's event:

1. Make sure that the media outlet that receives your request matches your audience.
2. Ask for media support only for an event or project that is directed toward a large general audience, unless the request is for a "celebrity" emcee.
3. Create a specific proposal. Describe exactly what you are asking the media outlet to commit to for your event or project.
4. Specifically outline the benefits of participating in your event or project to the media outlet.
5. Don't ask for a financial contribution. Media outlets can contribute through free advertising or a "celebrity" emcee.
6. Stay away from events in February, May, July or November if you are hoping for a broadcast sponsorship. These are ratings periods and all available inventories are generally used to promote network programming.
7. If you have a small amount of advertising dollars, ask a media outlet to match your contribution.
8. If you make a sponsorship request of a media outlet, be aware that other media outlets are very unlikely to cover your event as news.