



GROWTHZONE

Sponsors and Sponsorships

2026



Sponsors and Sponsorships

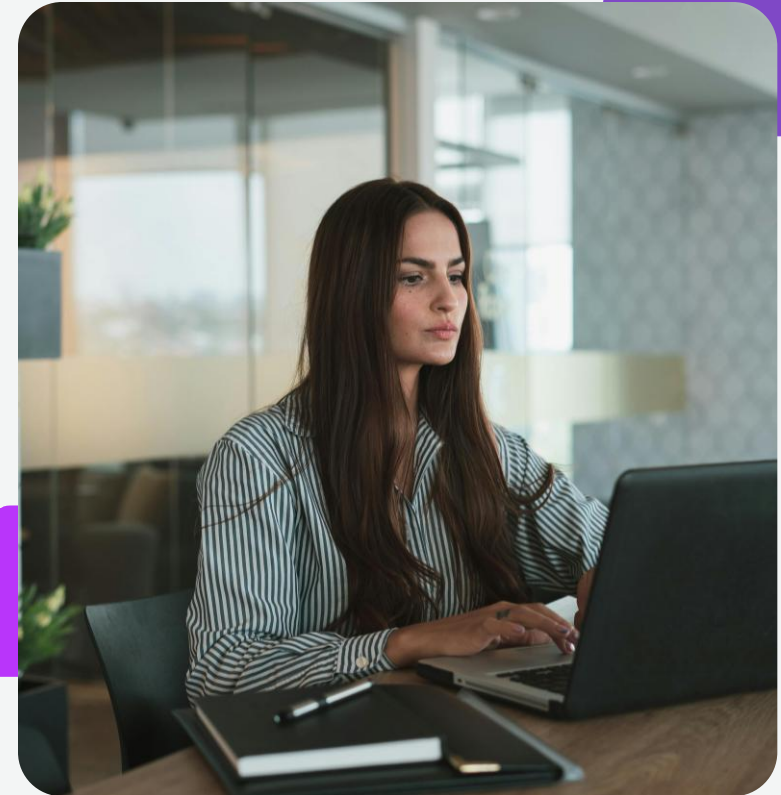
If you subscribe to the Sponsors/Ads module, the Sponsors part of the module allows you to set up sponsor display benefits and tie those benefits to an event sponsorship.

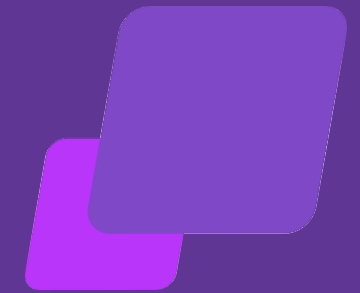
For more information on pricing and subscription to the Sponsors/Ads module, [please contact the Training Team.](#)

TODAY'S AGENDA

Working with Sponsors from Start to Finish:

- Changing Sponsor Terminology
- Setting up Sponsor Display Options
- Setting up a Sponsor Only Attendee Registration Type
- Sponsor Registration Options
- Setting up Sponsor Registration Types
- Setting Up Sponsor Confirmation Messaging
- Staff Notifications





Section One:

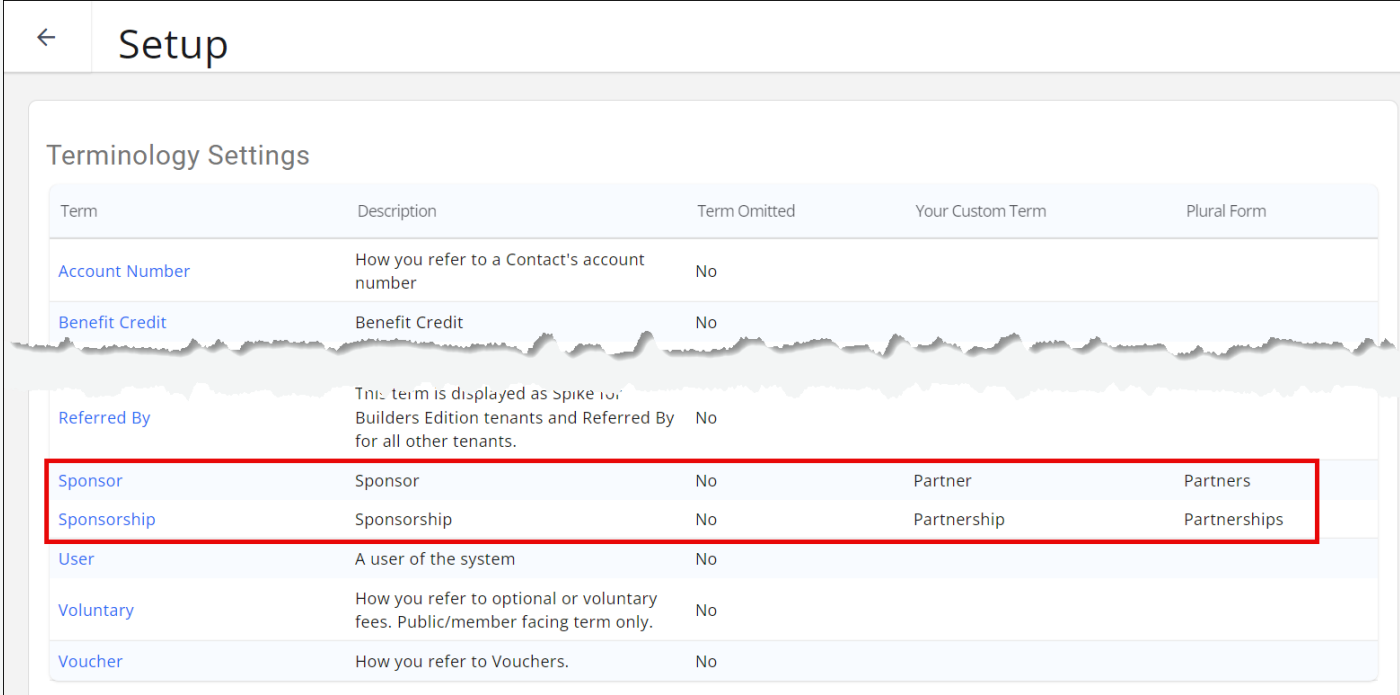
Sponsor Terminology

Sponsor Terminology

It may sometimes be preferred (or even necessary!) to change the terminology for "Sponsor" and/or "Sponsorship".

GrowthZone now allows all associations to set "Sponsor" and "Sponsorship" to the terminology of your choosing!

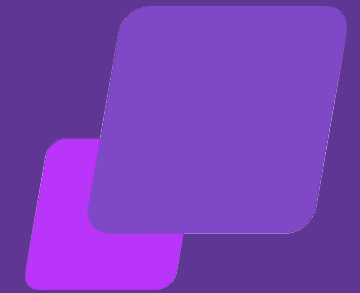
Article: [Changing Sponsor Terminology](#)



← Setup

Terminology Settings

Term	Description	Term Omitted	Your Custom Term	Plural Form
Account Number	How you refer to a Contact's account number	No		
Benefit Credit	Benefit Credit	No		
Referred By	This term is displayed as spike for Builders Edition tenants and Referred By for all other tenants.	No		
Sponsor	Sponsor	No	Partner	Partners
Sponsorship	Sponsorship	No	Partnership	Partnerships
User	A user of the system	No		
Voluntary	How you refer to optional or voluntary fees. Public/member facing term only.	No		
Voucher	How you refer to Vouchers.	No		



Section Two:

Sponsor Display Options

Sponsor Display Options

There are multiple display options for Sponsor Displays:

- Name (displays Sponsor Name)
- Logo (displays Sponsor Logo)
- Link to website (includes a link with either the name or logo)

These options can display on multiple pages:

- Event Page
- Event Emails
- Event Registration Page

Article: [Set Up Sponsor Display Options](#)

Sponsor Display Options

You can create any combination of name, logo, and website link on event details pages, event emails, and event registration pages.

Partner Display Options ADD			
Name	Event Page	Event Emails	Event Registration Page
Gold Level - All Pages	Name: ✓ Logo: ✓ Link website: ✓	Name: ✓ Logo: ✓ Link website: ✓	Name: ✓ Logo: ✓ Link website: ✓
Silver Level- Event Page and Registration Page	Name: ✓ Logo: ✓ Link website: ✓	Name: ✗ Logo: ✗ Link website: ✗	Name: ✓ Logo: ✓ Link website: ✓
Bronze Level- Event Page Only	Name: ✓ Logo: ✓ Link website: ✓	Name: ✗ Logo: ✗ Link website: ✗	Name: ✗ Logo: ✗ Link website: ✗
Gold Level- Name, Logo, and Link	Name: ✓ Logo: ✓ Link website: ✓	Name: ✓ Logo: ✓ Link website: ✓	Name: ✓ Logo: ✓ Link website: ✓
Silver Level- Name and Logo	Name: ✓ Logo: ✓ Link website: ✗	Name: ✓ Logo: ✓ Link website: ✗	Name: ✓ Logo: ✓ Link website: ✗
Bronze Level- Name Only	Name: ✓ Logo: ✗ Link website: ✗	Name: ✓ Logo: ✗ Link website: ✗	Name: ✓ Logo: ✗ Link website: ✗

Article: [Set Up Sponsor Display Options](#)

Sponsor Display Options

Once your desired options are set up, they are available for selection in your Sponsor Registration Types.

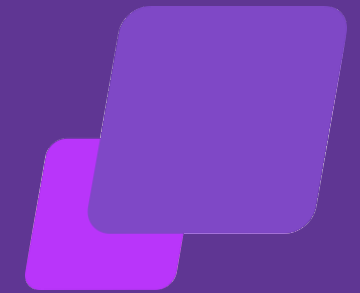
The screenshot shows the 'Edit Partner Registration Type' form. The 'Details' section includes fields for 'Name*' (Gold Partner), 'Sales Goal' (Max. 255), 'Max Available' (Max. 255), and 'Position*' (1). Below this is a 'Description' field. A table below the description shows 'Event Sponsorship' with a quantity of 1, a price of \$0.00, and a plus button. The 'Display Options' section shows a dropdown menu with 'Gold Level - All Pages,' selected. A search bar is present below the dropdown. A list of options is shown, with 'Gold Level - All Pages' checked. At the bottom, there are 'Cancel' and 'Done' buttons.

Event Sponsorship	Quantity	Price	Action
Event Sponsorship	1	\$0.00	+

Display Options

- Gold Level - All Pages
- Bronze Level- Event Page Only
- Bronze Level- Name Only
- Gold Level- Name, Logo, and Link
- New Level
- Silver Level- Event Page and Registration Page
- Silver Level- Name and Logo

1 Selected



Section Three:

Sponsor Only Attendee Types

Sponsor Only Attendee Registration Types

Sponsor Registrations can include attendees.

Article:
[Set Up Sponsor Registration Type](#)

Edit Sponsor Registration Type

Details

Name * **Description**

Position * **Is Public** **Sales Goal** **Maximum Quantity**

Fee

Fee Item *	Class Name	Quantity	Price	Total	Hide
<input type="text" value="Sponsors"/>	<input type="text"/>	<input type="text" value="1"/>	<input type="text" value="500"/>	<input type="text" value="\$500.00"/>	<input type="checkbox"/>

Included Attendees/Tables/Teams

Registration Type * **Quantity Included *** **Unlimited**

Display Options

Delete Cancel Done

Sponsor Only Attendee Registration Types

Sponsors and Exhibitors can have a specific attendee registration type separate from general attendees.

Articles:

- [Add a Free Registration Type](#)
- [Add a Simple Paid Registration Type](#)
- [Add a Table/Team Registration Type](#)
- [Add an Advanced Registration Type](#)

Edit Simple Paid Registration Type

Name* Exhibitor Staff **Max Available** 36 **Limit Per Purchase** 0

Description
Staff for Sponsors and Exhibitors

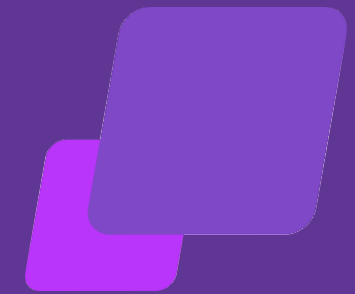
Settings

Availability Only with Sponsor / Exhibitor **Limit to Memberships** This feature is designed for Members only.

Is Displayed For Non-Members

Fee Item* Exhibitor Registration **Class Name** **Price** 25

Cancel Done



Section Four:

Sponsor Registration Options

Sponsor Registration Options

Sponsor Registration can have a unique URL targeted just to the Sponsor audience

The screenshot displays the 'Sponsor Setup' interface for the 'Tradesman Conference'. The left sidebar contains various system modules like Billing, Events, Reports, etc. The top navigation bar includes 'Tradesman Conference' and 'Sponsor Setup' tabs. The main content area is divided into three sections:

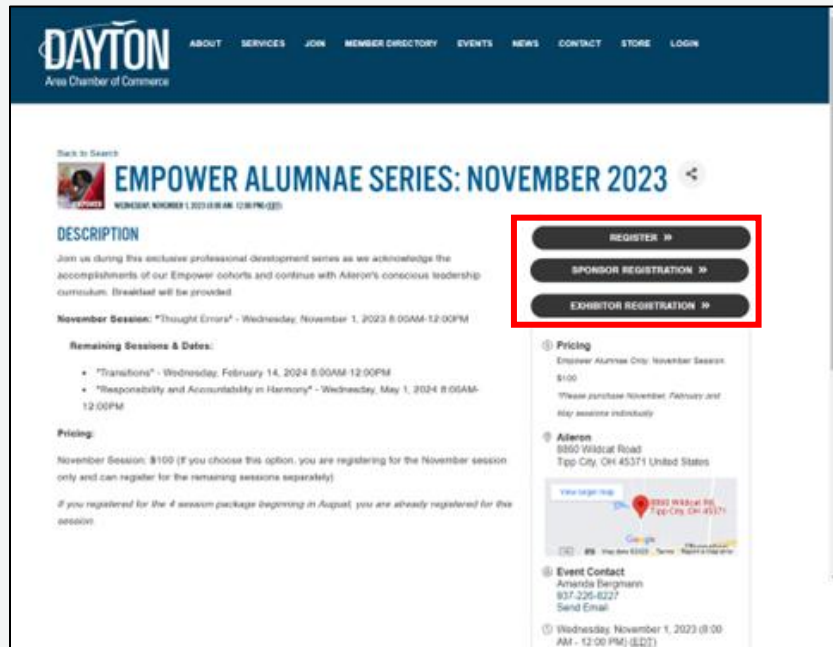
- Sponsor Registration Link:** Shows a 'Public Registration Url' field with the value <https://mnassociation.gz-46696.growthzonebranch.com/ap/Events/Register/jkHDm1VTRfKCE>. A red arrow points to this URL.
- Sponsor Registration Options:** Includes 'Enable Registration' (set to Yes), 'Registration Start', and 'Registration End'.
- Sponsor Registration Types:** A table listing different sponsor tiers.

Name	Description	Sales Goal	# Offered	# Purchased	Fee	Is Public	
Gold Sponsor				0	\$500.00	Yes	...
Silver Sponsor				0	\$350.00	Yes	...

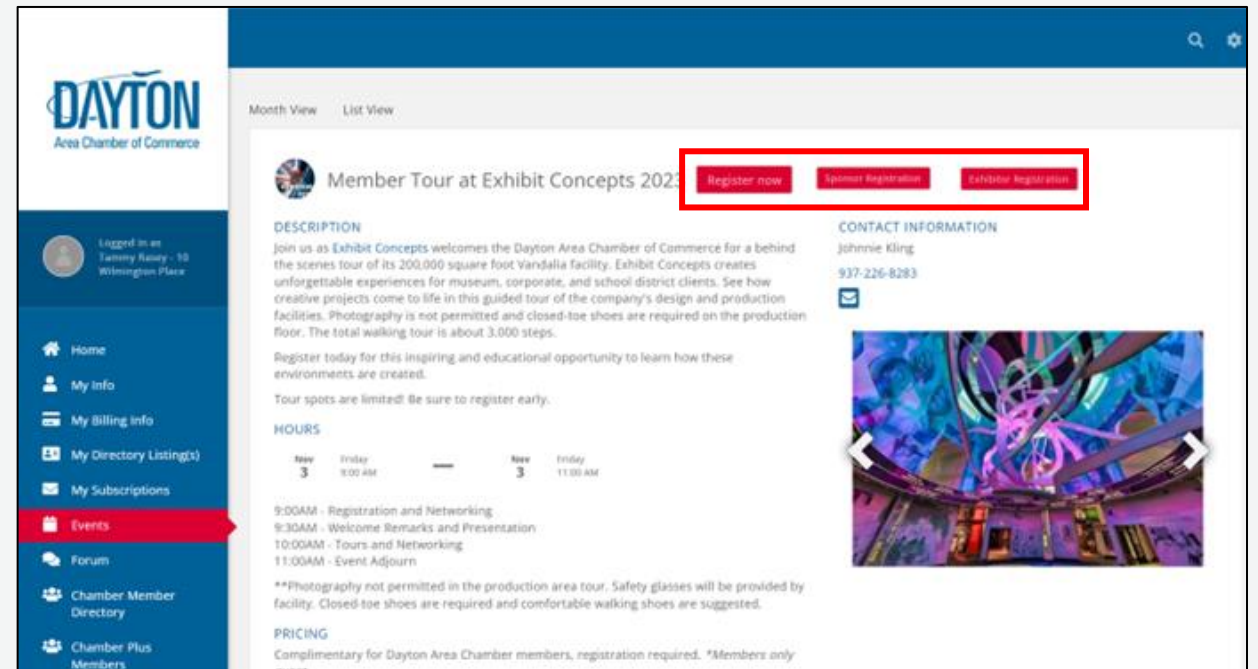
Sponsor Registration Options

Enable Sponsor and/or Exhibitor Registration buttons

Public Event Details page



Info Hub Event Details page



Articles: [Set Up Sponsor Registration Options](#)

Sponsor Registration Options

Sponsors and Exhibitors can have invoicing enabled independent of Attendees

Sponsor Registration Options ⚙️ 🖨️ ✕

General Settings

Registration Start 📅 Registration End 📅

Enable Registration

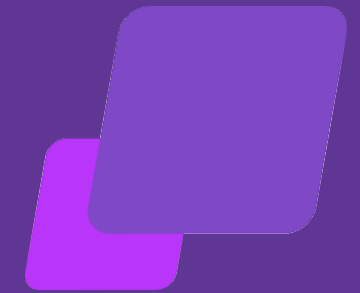
Display All Attendee Registration Types

Show Registration Link on Event Page

Billing and Checkout

Allow Invoicing

Include Invoice Link in Confirmation Email



Section Five:

Sponsor Registration Types

Sponsor Registration Types

Consistency is key! Name your Sponsor Registration Types the same as your Sponsor Display Options for clarity.

Article: [Set Up Sponsor Registration Type](#)

Edit Sponsor Registration Type

Details

Name* **Description**

Position* **Is Public** **Sales Goal** **Maximum Quantity**

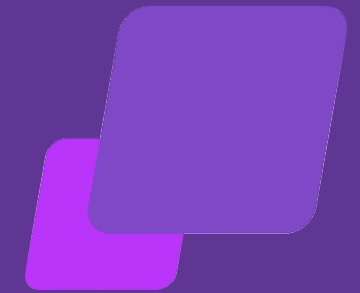
Fee

Fee Item*	Class Name	Quantity	Price	Total	Hide
<input type="text" value="Sponsors"/>	<input type="text"/>	<input type="text" value="1"/>	<input type="text" value="500"/>	<input type="text" value="\$500.00"/>	<input type="checkbox"/>

Included Attendees/Tables/Teams

Registration Type* **Quantity Included*** **Unlimited**

Display Options



Section Six:


















Sponsor Confirmation Messaging

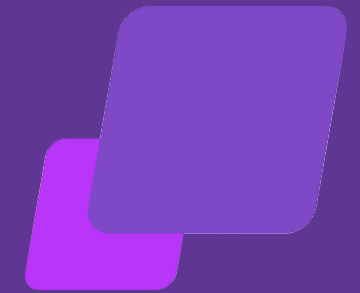
Sponsor Confirmation Messaging

Send a unique confirmation email message to Sponsorship registrants

Confirmation Messaging ✕

Sponsor Confirmation Message

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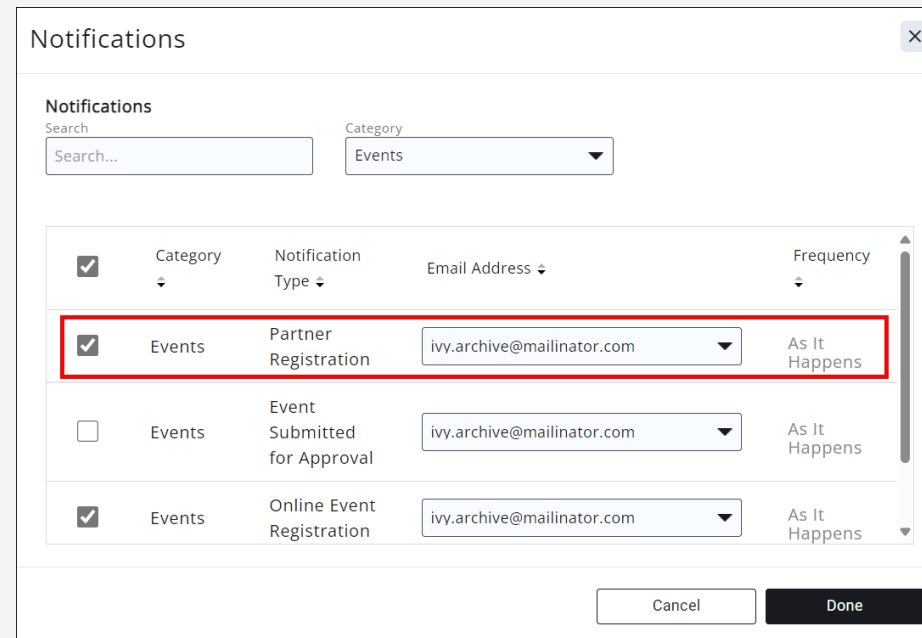


Section Seven:

Staff Notifications

Staff Notifications

Staff can sign up for notifications when a new Sponsor registers for an event.



The screenshot shows a 'Notifications' dialog box with a search bar and a category dropdown set to 'Events'. Below is a table with columns for checkboxes, Category, Notification Type, Email Address, and Frequency. The first row is highlighted with a red border.

<input checked="" type="checkbox"/>	Category	Notification Type	Email Address	Frequency
<input checked="" type="checkbox"/>	Events	Partner Registration	ivy.archive@mailinator.com	As It Happens
<input type="checkbox"/>	Events	Event Submitted for Approval	ivy.archive@mailinator.com	As It Happens
<input checked="" type="checkbox"/>	Events	Online Event Registration	ivy.archive@mailinator.com	As It Happens

Buttons: Cancel, Done

Article: [Subscribe to Staff Notifications](#)

Thank you.



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