GrowthZone: Sponsors and Sponsorships

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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 Account Management Team.

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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

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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

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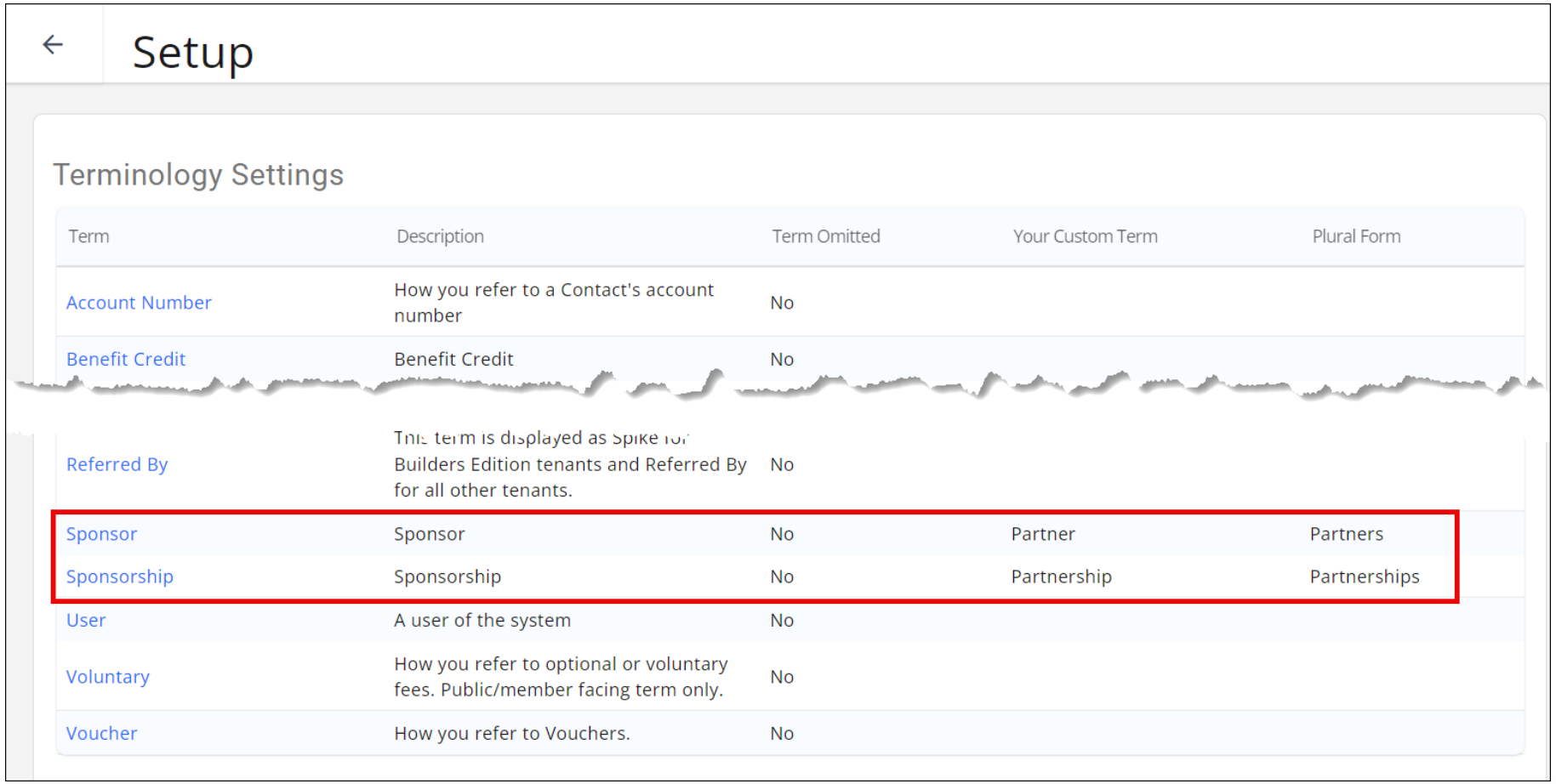
Sponsor Terminology



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		

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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

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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: ✗

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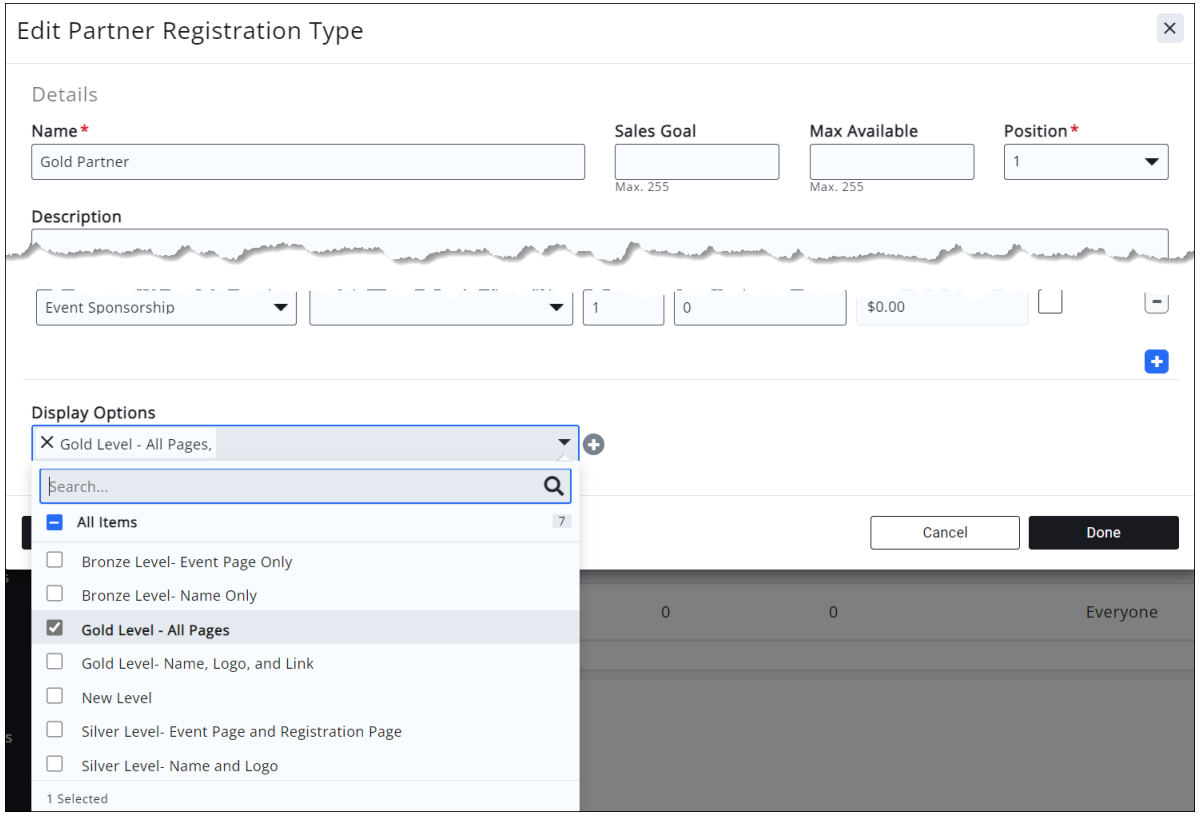
Sponsor Display Options

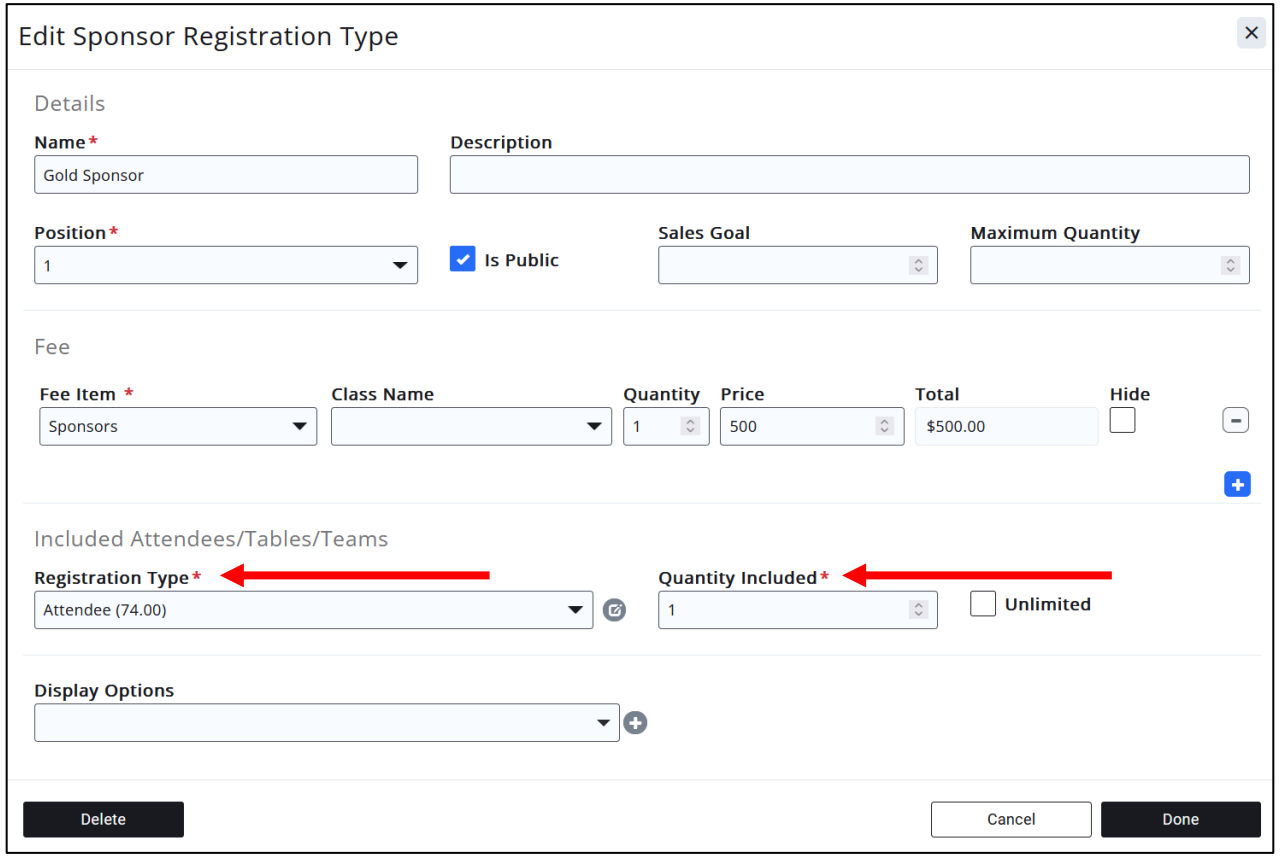
Once your desired options are set up, they are available for selection in your Sponsor Registration Types.



Sponsor Only Attendee Registration Types

Sponsor Registration can include attendees

Article: [Set Up Sponsor Registration Type]



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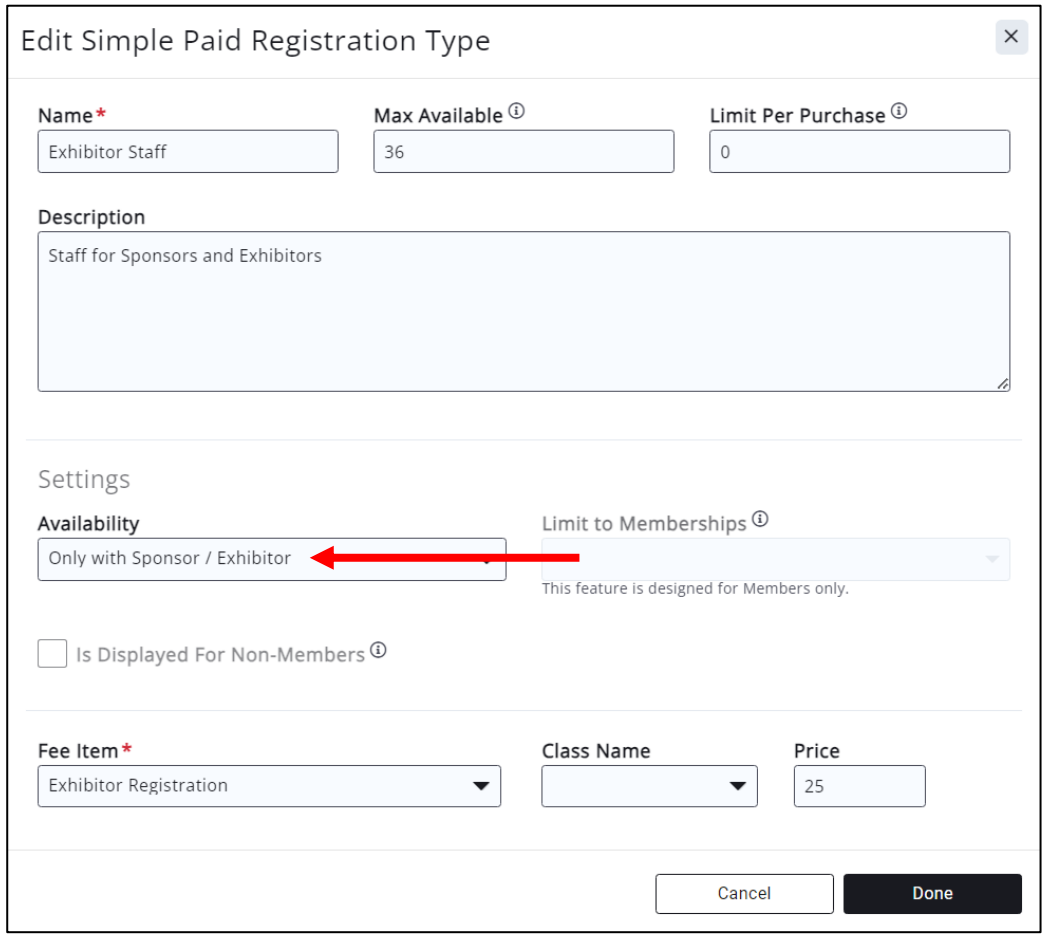
Sponsor Only Attendee Registration Types



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

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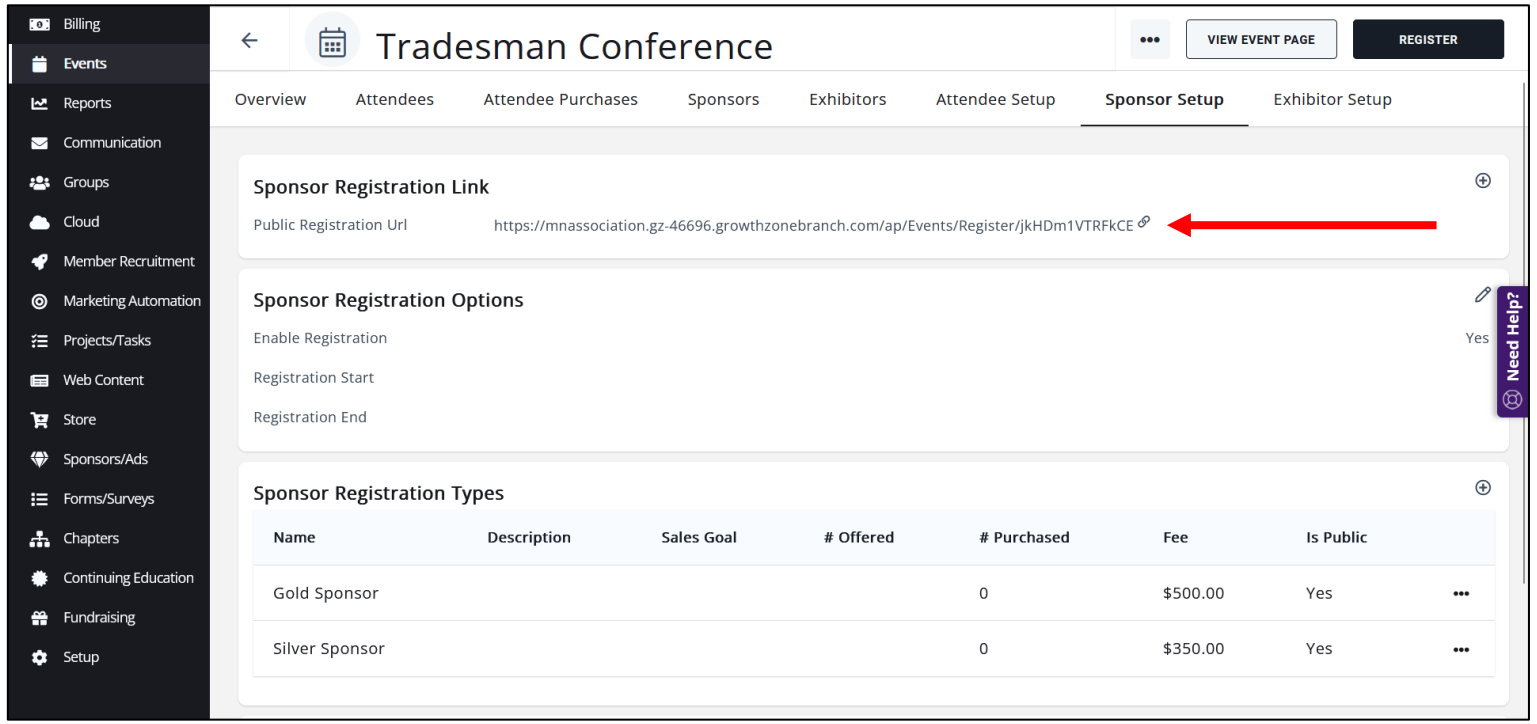
Sponsor Registration Options

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



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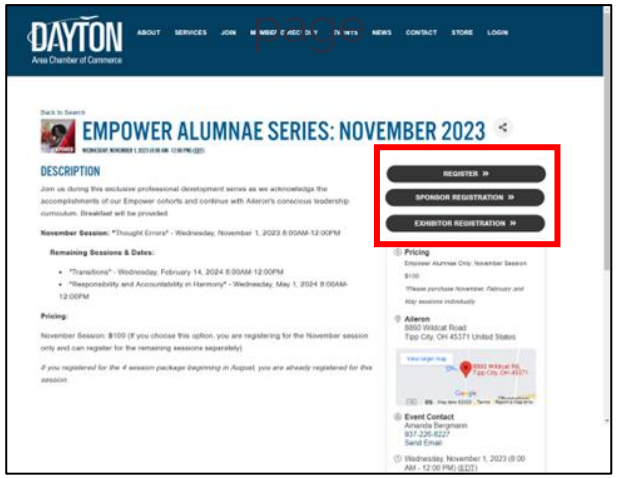
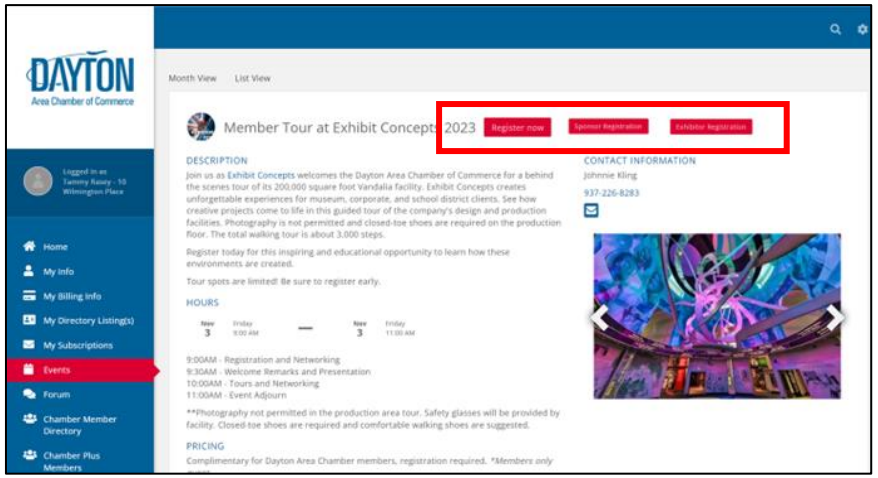
Sponsor Registration Options

Enable Sponsor and/or Exhibitor Registration buttons

Public Event Details



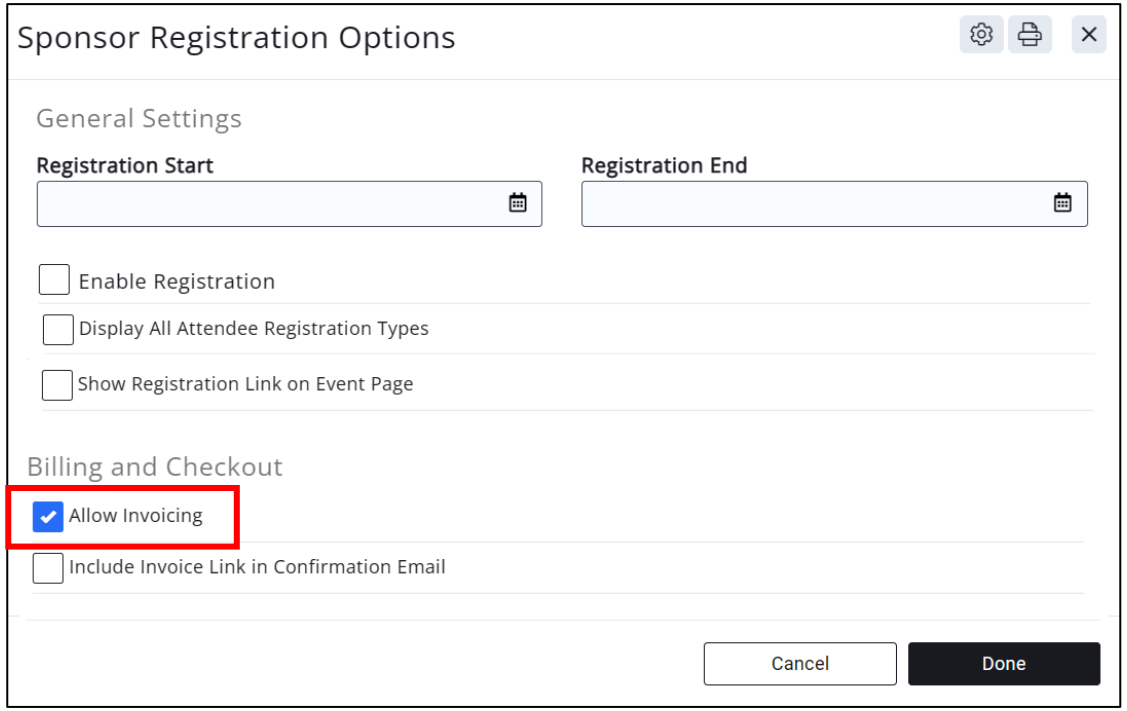
Info Hub Event Details page



Articles: Set Up Sponsor Registration Options

Sponsor Registration Options

Sponsors and Exhibitors can have invoicing enabled independent of Attendees



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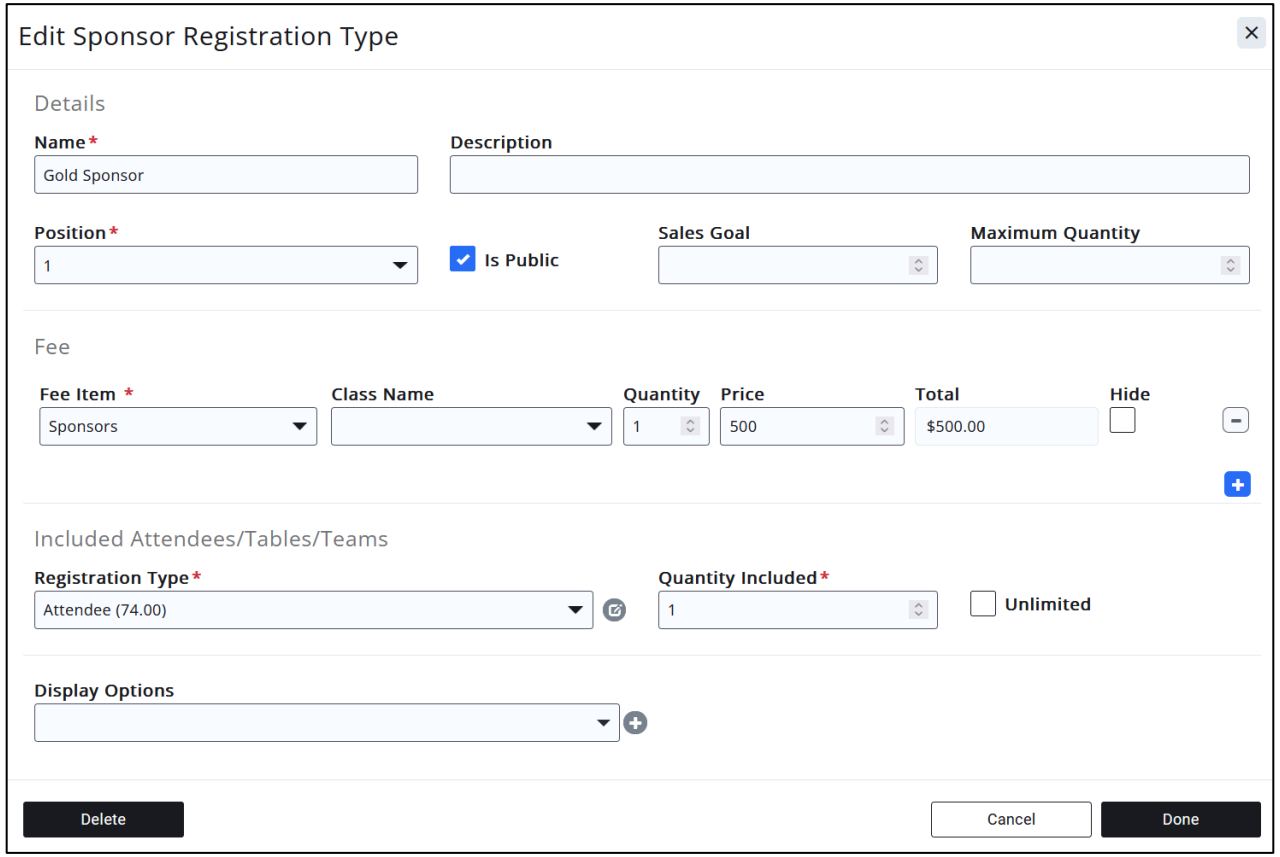
Sponsor Registration Types

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

Article: Set Up Sponsor Registration Type



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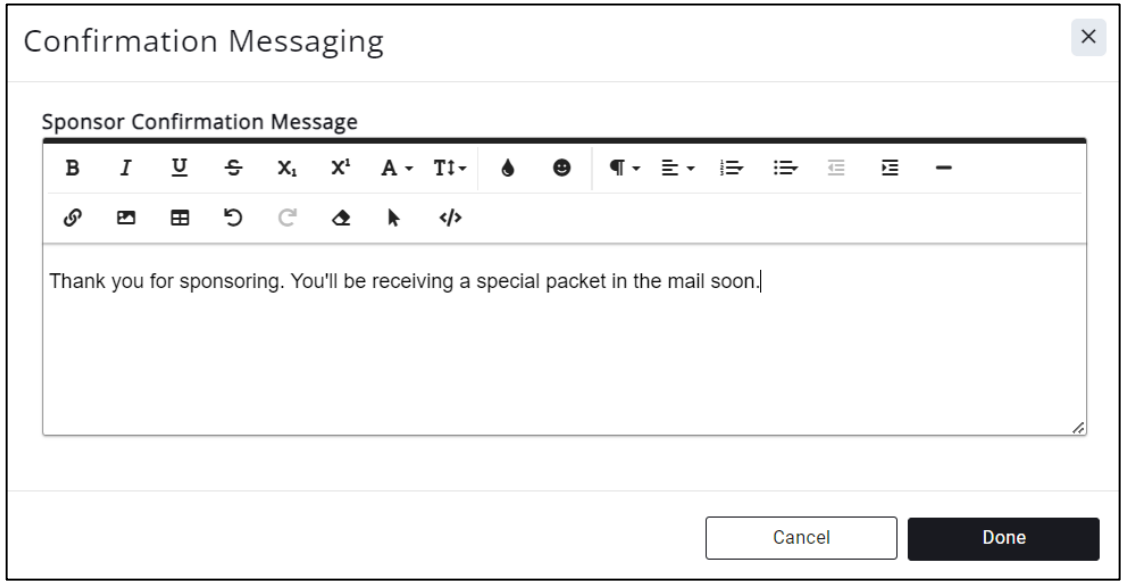
Sponsor Confirmation Messaging

Send a unique confirmation email message to Sponsorship registrants



Article: Set Up Sponsor Confirmation Messaging

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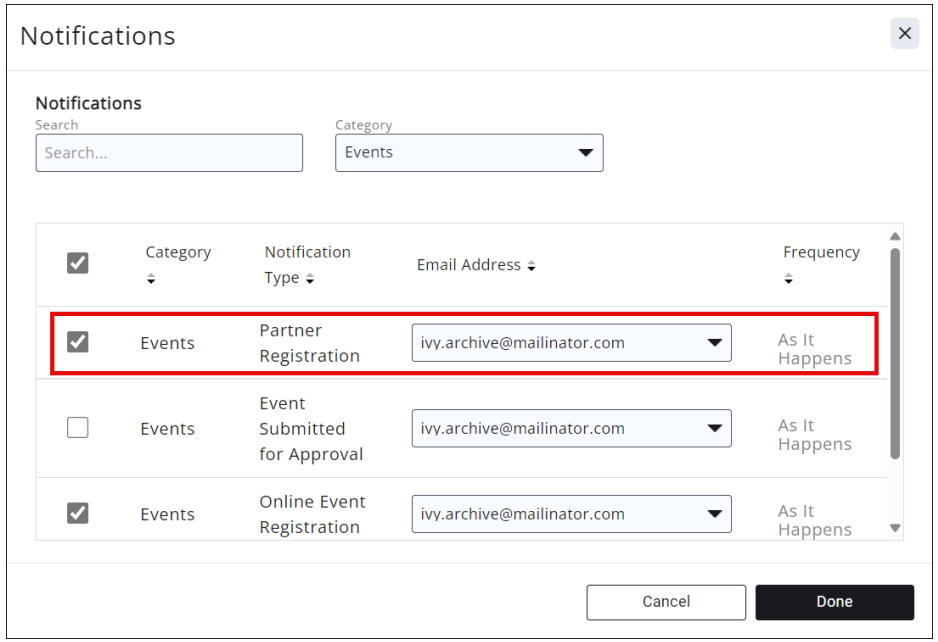
Staff Notifications

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



Article: Subscribe to Staff Notifications

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Questions?

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