

# GrowthZone: Sponsors and Sponsorships

# Sponsors and Sponsorships

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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](#).

# Agenda

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## 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

# Sponsor Terminology

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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](#)

# Sponsor Terminology

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

# Sponsor Display Options

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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: ✗	

# 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. The 'Event Sponsorship' section shows a dropdown menu set to 'Event Sponsorship', a quantity of 1, a price of \$0.00, and a plus button. The 'Display Options' section features a search bar and a list of options. The 'Gold Level - All Pages' option is selected. The 'Cancel' and 'Done' buttons are at the bottom right.

Details		
Name*	Sales Goal	Max Available
Gold Partner	Max. 255	Max. 255
Position*		
1		
Description		
Event Sponsorship	1	\$0.00
+		
Display Options		
X Gold Level - All Pages, +		
Search...		
All Items 7		
<input type="checkbox"/> Bronze Level- Event Page Only		
<input type="checkbox"/> Bronze Level- Name Only		
<input checked="" type="checkbox"/> Gold Level - All Pages		
<input type="checkbox"/> Gold Level- Name, Logo, and Link		
<input type="checkbox"/> New Level		
<input type="checkbox"/> Silver Level- Event Page and Registration Page		
<input type="checkbox"/> Silver Level- Name and Logo		
1 Selected		
Cancel		Done



# Sponsor Only Attendee Registration Types

Sponsor Registration can include attendees

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

Edit Sponsor Registration Type

Details

Name \*

Gold Sponsor

Description

Position \*

1

Is Public

☒

Sales Goal

Maximum Quantity

Fee

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

Included Attendees/Tables/Teams

Registration Type \*

Attendee (74.00)

Quantity Included \*

1

Unlimited

☐

Display Options

Delete

Cancel

Done

# Sponsor Only Attendee Registration Types

Edit Simple Paid Registration Type

Name\*

Exhibitor Staff

Max Available ①

36

Limit Per Purchase ①

0

Description

Staff for Sponsors and Exhibitors

Settings

Availability

Only with Sponsor / Exhibitor

Limit to Memberships ①

This feature is designed for Members only.

☐ Is Displayed For Non-Members ①

Fee Item\*

Exhibitor Registration

Class Name

Price

25

Cancel

Done

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](#)

# Sponsor Registration Options

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

The screenshot displays the 'Sponsor Setup' page for the 'Tradesman Conference' in the GrowthZone software. The interface includes a sidebar with navigation options such as Billing, Events, Reports, Communication, Groups, Cloud, Member Recruitment, Marketing Automation, Projects/Tasks, Web Content, Store, Sponsors/Ads, Forms/Surveys, Chapters, Continuing Education, Fundraising, and Setup. The top navigation bar shows the event name 'Tradesman Conference' and buttons for 'VIEW EVENT PAGE' and 'REGISTER'. The main content area is divided into three sections:

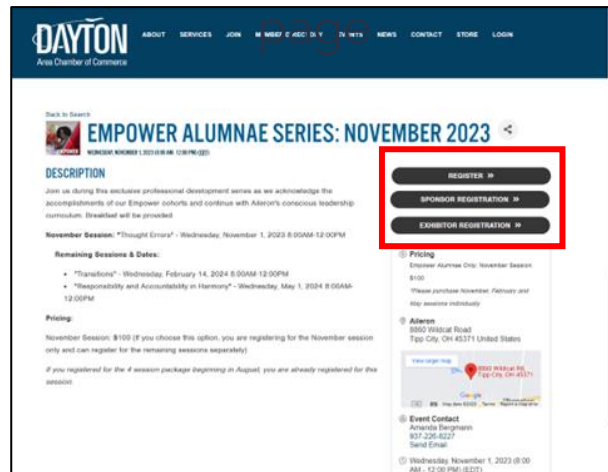
- Sponsor Registration Link:** Contains a 'Public Registration Url' field with the value <https://mnassociation.gz-46696.growthzonebranch.com/ap/Events/Register/jkHDM1VTRfKCE>. A red arrow points to this URL.
- Sponsor Registration Options:** Includes fields for 'Enable Registration' (set to 'Yes'), 'Registration Start', and 'Registration End'.
- Sponsor Registration Types:** A table listing different sponsor types with their respective details.

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

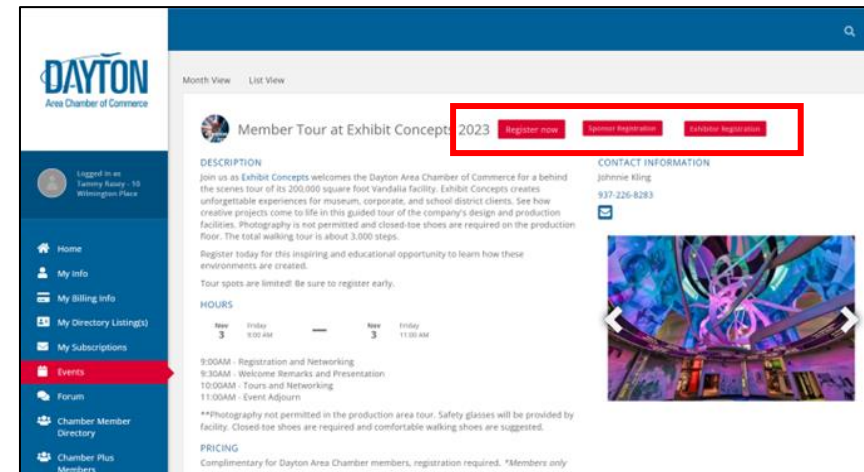
# Sponsor Registration Options

## Enable Sponsor and/or Exhibitor Registration buttons

Public Event Details



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

Cancel

Done

# 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 \*

Gold Sponsor

Description

Position \*

1

☒ Is Public

Sales Goal

Maximum Quantity

Fee

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

Included Attendees/Tables/Teams

Registration Type \*

Attendee (74.00)

Quantity Included \*

1


☐ Unlimited

Display Options

Delete

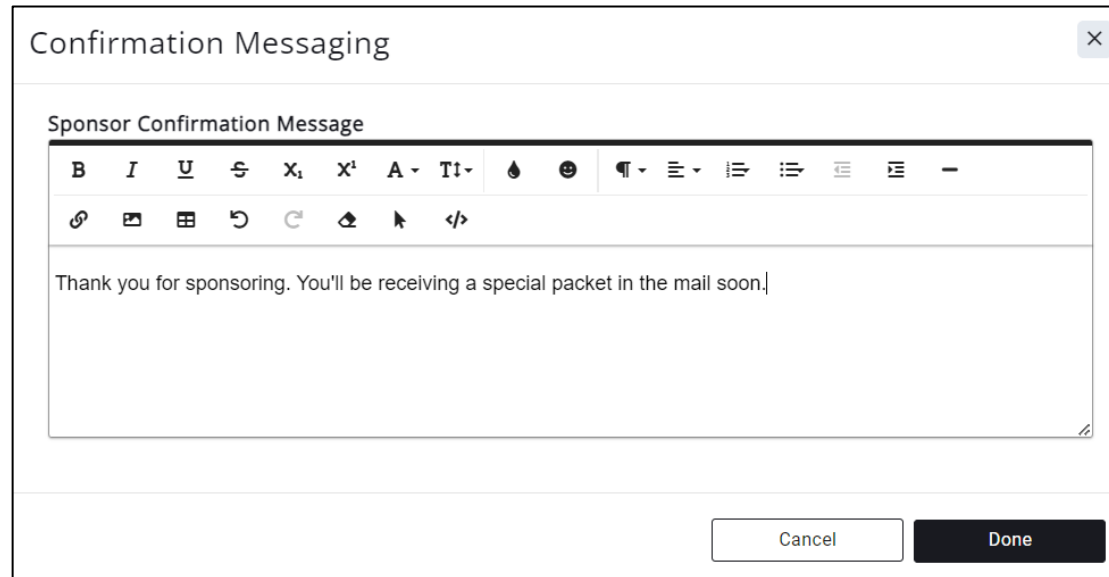
Cancel

Done

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smarter association software

# Sponsor Confirmation Messaging

Send a unique confirmation email message to Sponsorship registrants



The screenshot shows a 'Confirmation Messaging' dialog box with a close button (X) in the top right corner. Inside the dialog, there is a section titled 'Sponsor Confirmation Message'. Below this title is a rich text editor with a toolbar containing various icons for text formatting (bold, italic, underline, strikethrough, subscript, superscript, font color, text color), alignment (left, center, right, justified), bulleted and numbered lists, indentation, link, unlink, table, undo, redo, link icon, and source code. The text area of the editor contains the message: 'Thank you for sponsoring. You'll be receiving a special packet in the mail soon.' At the bottom right of the dialog, there are two buttons: 'Cancel' and 'Done'.

Article: [Set Up Sponsor Confirmation Messaging](#)

# Staff Notifications

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

Notifications

Notifications

Search

Search...

Category

Events

<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

Cancel

Done

Article: [Subscribe to Staff Notifications](#)



# Questions?