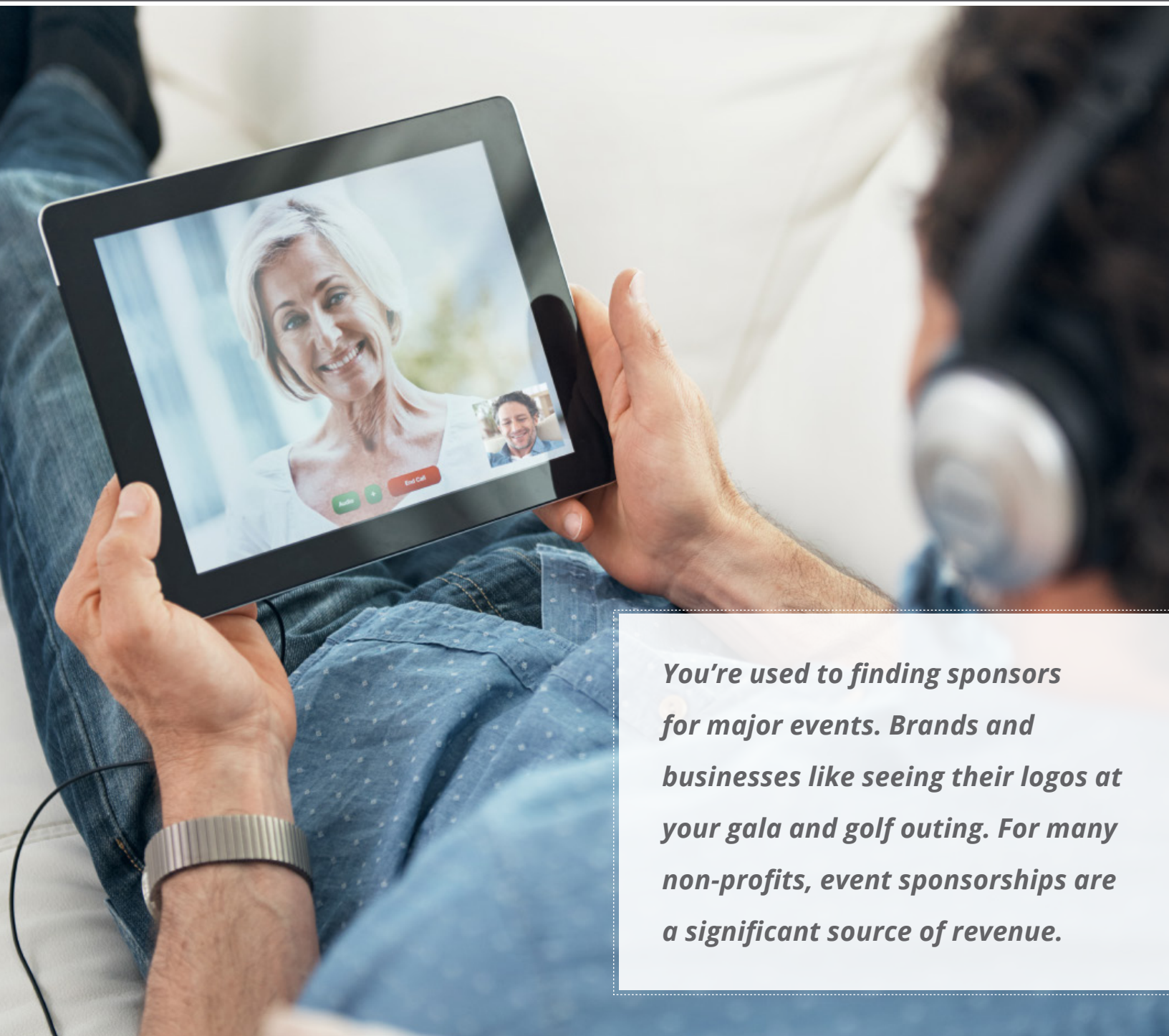


# RETHINKING *Sponsorships for Virtual Fundraising*



*You're used to finding sponsors for major events. Brands and businesses like seeing their logos at your gala and golf outing. For many non-profits, event sponsorships are a significant source of revenue.*

*When you add digital fundraising tactics—diversifying your calendar by adding virtual events or pursuing a hybrid in-person/digital option—what do you do about sponsors?*

## ***You Keep Getting Sponsors!***

Businesses are focusing more of their efforts at digital advertising—just as your organization is moving some of your fundraising online. Sponsorships present even more of a win-win situation for businesses and non-profits than ever before.

*Here are a few ideas for getting the message out:*

### ***Look for new sources.***

Think about businesses that are already active online. Your Qtego platform gives them better access to their ideal audience than costly smartphone or social media ad buys can offer.

### ***Explain the new benefits.***

Online auctions, virtual fund-a-need campaigns, and broadcast messaging are just a few of the ways you can feature your sponsors online. Instead of displaying their logos for a couple of hours at a one-time event, you can feature them for a couple of weeks on your QSite—the personalized bidding website that includes all of your Qtego tools! Sponsoring your virtual fundraising efforts doesn't just get the right eyes on the sponsor's logo and link. It gives them a way to spend their marketing budgets on supporting the community.

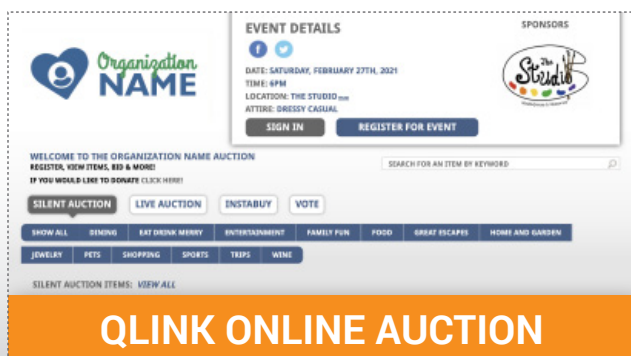
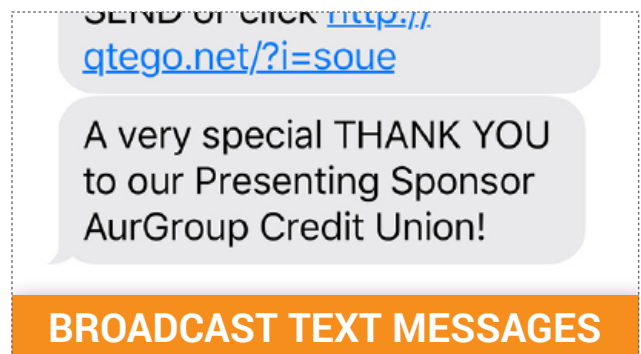
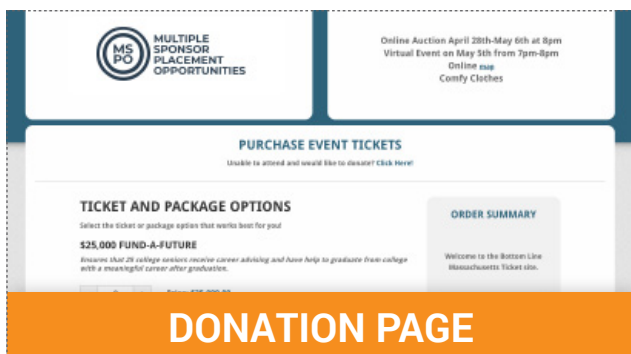
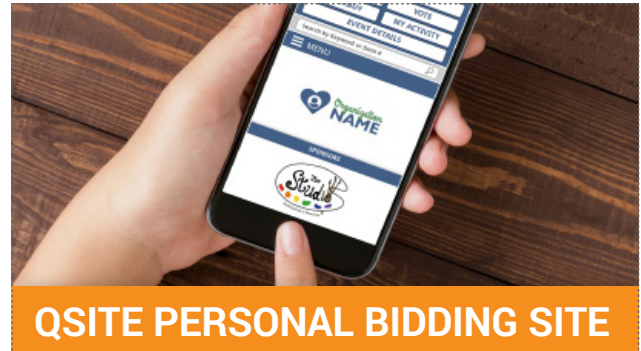
### ***Offer new sponsorship levels.***

Similar to the ways non-profits set up sponsorship levels at in-person events, virtual fundraising gives you tools to offer more promotion for higher donation amounts. For higher sponsorship levels, you might showcase the sponsor's logo and link more prominently on your QSite or display it on your social media pages. You could feature a sponsor in a video sent out over a Qtego broadcast message or including sponsor information in an email. Qtego can help you find creative ways to deliver value for your sponsors without overwhelming your donors.

# How Qtego Highlights Sponsors

**Qtego offers terrific opportunities to highlight sponsor information BEFORE, DURING, and AFTER your virtual fundraiser.**

Qtego allows you to highlight up to 30 sponsor logos and link directly to sponsor websites from your Qtego platforms. Sponsor logos and links appear on many Qtego components, so depending on your customized package, you might feature sponsors in the following ways:



## Reporting

After the virtual fundraiser, Qtego reports make it easy to provide sponsors with verified data about guest engagement, fundraising results, and more. Add pictures showcasing the sponsor's logo in action for even more impact.





***As you move into virtual fundraising,  
Qtego is here to help.***

Download our sponsorship guide to get great baseline tips, then use the ideas on page two to make your pitch even stronger.

***Need more support?** From brainstorming to troubleshooting to virtual event service, Qtego is on your team.*

***Get the Sponsorship Guide >***

***Get Immediate Help >***

*Ticketing • Early Bidding • Pre-registration • Online Auction Site • Crowdfunding • Check-in Auctions  
Mobile Bidding • Event Staff • Event Equipment • Event Homepage • Guest Management  
Table Assignments • Custom Graphics • Inventory Management • Instabuy • Mobile Dashboard  
Event Sponsorships • Check-out • Reporting*

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