

33 Sponsorship Ideas for Virtual Events



• 33 MIX-AND-MATCH OPTIONS •
• TO KEEP EVENT SPONSORS HAPPY •



Delivering value to sponsors can feel almost impossible these days. In-person events are on hiatus, and so are most of the popular and familiar sponsorship options that go with them.

But don't worry – there are tons of compelling, new ways to engage your sponsors, provide real value to them, and keep those dollars rolling in, especially if you're hosting a virtual event.

To help you come up with the right set of offerings for your sponsors, we've put together this quick and dirty list of virtual event sponsorship ideas based on what we've seen work for us, our 800+ customers, and the industry at large.

Here are 33 options for your virtual event.

Mix and match to see what works best for you.

Before the Virtual Event

01. Sponsored Email Blasts

This option is familiar, so it pretty much sells itself. Target your event registrants or any other segments of your audience with emails that feature your sponsors and what they offer.

Include special deals and compelling CTAs to drive more clicks and conversions.

02. Social Media Posts

Be sure to thank your sponsors with friendly shout-out posts leading up to the event.

You can even try bundling a series of social media posts into your sponsorship package, which is a great way to guarantee exposure for sponsors without adding inbox clutter for your viewers.

03. Spotlight Articles

Write your own piece about the sponsor, or have them provide you with an article that you can share on their behalf – just make sure it's not too salesy.

Try a straightforward feature on the business, an interview with an executive, or a fun and simple highlight.

04. Sponsored Ad Retargeting

Target your audience members with sponsored ads that follow them all over the web leading up to the event.

Ad retargeting guarantees broad, multi-touch exposure for sponsors, and there's virtually limitless "inventory" to sell, since you're not limited by space.

05. Sponsored Chats and Pop-Ups

Leverage the web traffic you already have to engage visitors and highlight sponsors.

The engagement rate for chatbots and pop-ups is very high, it's an awesome lead-capture opportunity for sponsors, and it's super measurable – all making it an easy option to pitch.

During the Virtual Event

SESSION SPONSORSHIP IDEAS

06. Waiting Room/ Transition Slides

Display sponsored slides while people are staring at their screens waiting for the next session to start.

Switch these out to showcase multiple sponsors between sessions, or pitch this to just one or two sponsors as a premium option that guarantees exposure throughout the event.

07. Official Intro Video

Have your sponsor create a video introducing their brand, and then play it during the event when people are most likely to be engaged – like before a major session.

The goal is brand awareness for the sponsor, so make sure they include their logo and keep it short and sweet.

08. Sponsor “Commercial” and Pop-Up CTA

This video should offer more detailed information from the sponsor plus a CTA that attendees can click on to learn more.

At the end of each day, provide your sponsor with a list of the leads who opted in rather than sharing your entire attendee list.

09. Mid-Session Pop-Up CTA

There's no better time to catch a viewer's attention than *during* a session, especially if the CTA is relevant to the session's content.

Run sponsored pop-ups mid-session, and pass along any opt-ins to the sponsor. Just make sure the pop-up placement isn't too disruptive!





Don't miss the chance to brand every touchpoint to increase sponsor awareness.

See Tips 12 & 28 for virtual background and photobooth ideas.

10. Sponsor Rep Introduces Speaker Live

Ask a rep from the sponsor side to host a session and introduce the speaker. Some friendly banter can help start things off on a good tone and make the sponsor feel more accessible.

This is a common tactic at in-person events, and it happens to work really well for virtual, too.

11. Moderator Thanks Sponsor Live

If your event has an official host or moderator, you can have them read off a statement thanking the sponsor and sharing a little bit about their brand.

This can happen between sessions or even at the beginning of a session that the sponsor is hosting or presenting.

12. Sponsor Logo in Virtual Background

Many virtual event hosting platforms offer fun filters and effects that you can experiment with, like using a sponsor's logo to create a virtual step-and-repeat.

Scale this by selling it session by session, or offer it to one sponsor across all sessions to maximize their brand's exposure.

13. Banner/Logo Below Video

This is a great way to highlight a sponsor throughout an entire session (or multiple sessions if you have fewer sponsors).

Simply create a banner featuring the sponsor's logo, and display it in a non-disruptive way beneath or at the bottom of the video screen.

During the Virtual Event

NETWORKING IDEAS

14. Special Interest Groups

Between sessions, you can host short discussion groups centered around specific topics.

Try setting up break-out rooms through Zoom, Teams, or whatever event hosting platform you're using, and set up multiple rooms so attendees can pick from a variety of topics.

15. Interactive Workshops

Think special interest groups – but more robust. You pick a business scenario or challenge, divide attendees into small teams, and have them solve it together.

If you plan this effectively, it's a great way to get participants to authentically interact and bond with each other.

16. Virtual Happy Hour or Coffee Break

Try this as a fun, familiar way for attendees to get to know each other and your sponsors in between sessions.

Be sure to do this in the form of smaller break-out rooms, otherwise the number of people can get overwhelming.

17. Icebreakers or Mini Games

Nothing gets attendees engaged like a good icebreaker, and this can be a fun option for sponsors to host themselves.

Set up a game through Jackbox or a similar app, so people can play on their phones, or try running some games directly through your event hosting platform.

18. "Supplier Speed Dating"

Offer this as an opt-in for people who are specifically interested in meeting with suppliers, and try using gamification to make it more interactive.

Give each participant a "passport" and assign points for each meeting – just be sure to keep meetings under five minutes each.



See Tip 25 for a stronger option than coffee.

During the Virtual Event

THOUGHT LEADERSHIP IDEAS

19. Sponsor Presents a Session

Help your sponsor get their content even more directly in front of attendees by allowing them to present an entire session.

This makes the sponsor seem more accessible and personable, and it allows for some great opportunities for them to plug their brand or product.

20. Sponsor Co-Presents a Case Study

This provides another great opportunity for sponsors to demonstrate thought leadership as well as showcase their product or service.

Allow them to present a customer success story before or during a relevant content session.

21. Sponsor Moderates a Panel

If you have a panel discussion in your virtual event lineup, ask one of your sponsors to moderate the session.

This is another great way for them to get in front of your attendees while they're tuned in live and establish credibility around the topics being discussed.

22. Supplier Panel

Host a panel where multiple suppliers from a given category come together to discuss industry trends, best practices, and other useful tidbits.

If you have suppliers from many different categories, offer several panels and allow attendees to select which they want to attend.

23. Solutions Showcase

Offer a session of back-to-back product demos with live Q&A from suppliers. The demos should be brief and can be pre-recorded to ensure things go smoothly.

You can host several of these sessions and organize them by industry or product so attendees can easily select.



MIX AND MATCH ANY OF THESE IDEAS



Everyone loves snail mail! Send attendees a treat by mailing sponsor swag to their homes.

During the Virtual Event

EXPERIENTIAL IDEAS

24. Swag Bag via Mail

Give attendees a little taste of the good old days by sending swag bags to their home addresses before the event.

These can contain goodies from multiple sponsors or from only one or two. Just make sure the bags are filled with fun, useful items so they don't end up in the trash.

25. Happy Hour Kit

This ties in nicely with a sponsored virtual happy hour. Pick a cute "themed" drink for your event, and then send attendees the necessary cocktail fixings on behalf of your sponsor.

Or you can keep it simple by just sending wine or a non-alcoholic option like kombucha.

26. Badge or T-Shirt

First, determine whether your attendees will think this is fun. If you think they'd lean into it, create some sort of incentive for them to wear the shirt or badge during the event.

For example, they can earn points and become eligible to win an award paid for by the sponsor.

27. Virtual 5K Run

This is another great experiential option to get attendees engaged. Mail participants their race numbers, have them start running "together" at a specific time, and ask them to post photos.

For a more chill option, try hosting a virtual yoga class during the event.

28. Virtual Photo Booth

Who doesn't love a photo booth? Take this classic attraction virtual by creating branded frames with your sponsors' names and logos.

Ask attendees to get creative with their own props, and try using gamification to build some fun competition.

After the Virtual Event

29. Sponsored Email Blasts

Just like with pre-event, you can target event attendees or other segments of your audience with sponsored emails after the event.

If the sponsor was involved in any fun challenges or sessions, feel free to get cute with your email content. Just remember to include a compelling CTA.

30. Social Media Posts

Thank your sponsors for their participation in the event, and/or try bundling a series of post-event social media posts into your sponsorship package, which is a great way to guarantee exposure for sponsors without adding inbox clutter for your viewers.

31. Spotlight Articles

This can be effective before or after the event. Write an article about the sponsor, or have them write one for you to share – just make sure it's not too salesy.

Try a straightforward feature on the business, an interview with an executive, or a fun and simple highlight.

32. Sponsored Ad Retargeting

Target your audience members with sponsored ads that follow them all over the web post-event.

Ad retargeting guarantees broad, multi-touch exposure for sponsors before, during, and after the event, and there's virtually limitless "inventory" to sell, since you're not limited by space.

33. Sponsored Chats and Pop-Ups

Leverage the spike in web traffic that you'll get during and after the event to highlight sponsors.

The engagement rate for this is very high – and it'll be even higher if people are already familiar with the sponsor from their participation in the event.

• SPONSORS NEED YOU ALL YEAR •
• GET CREATIVE WITH YOUR OFFERINGS •



There you have it – 33 practical ideas for monetizing your virtual event.

It's possible that not every idea will make sense for every organization,

but we highly encourage you to select a set of these options – and package them together – to continue to deliver sponsor value and earn sponsor revenue before, during, and after your virtual event.



www.feathr.co

Start selling your virtual event sponsorships with Feathr Monetization

Feathr Monetization lets you offer sponsors the broad, trackable exposure they're looking for, so you can retain and attract sponsors and drive net-new revenue for your organization.

Our tools help you sell more digital sponsorship packages, get sponsors set up in less than 24 hours, and adjust ad campaigns on they fly so that sponsors are continuously getting the best results.

The Feathr team will support you the whole way so you feel comfortable using the platform and confident when it comes to selling sponsored retargeting.

BOOK A STRATEGY SESSION