



LEARN
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95
years
Supporting Nonprofit Leaders

2023

CONFERENCE THEME THEME:
BUILDING COMMON GROUND

SPONSORSHIP INSTRUCTIONS

Blue Ridge is arguably the most impactful...and affordable...investment a community service leader can make in themselves. Your registration fee only covers a part of the BRI experience. The remaining funds are raised from corporate, foundation, and individual donors each year. And we need your help raising that dough!

- Be thoughtful and intentional about who to approach for sponsorship. Make a list of vendors and contractors your organization regularly works with. Add to that businesses and groups who would benefit from sharing their services or products with other community service leaders. Round off your list with foundations and individuals that have a vested interest in your professional growth and work/life balance. Now you have your lineup of potential supporters!
- If other Ridgers live/work in your region, brainstorm with them and make a plan to tag-team common potential supporters.
- Visit <https://blueridgeleaders.org/membership/bri-development/> and download the 2023 Sponsorship Instructions and 2023 Sponsorship Packet.
- Review these resources to familiarize yourself with the benefits offered to sponsors and the common language we use to describe BRI's worth.
- Email a personal email message along with the Sponsorship Packet to the individuals and businesses you'd like to solicit. Craft a personal message like:
"I'm eager to share with you a unique professional development organization for community service leaders. I know your organization values the impact of community service organizations like ours. This annual leadership experience is an outstanding investment in individuals who pilot these organizations. I thought your organization might be interested in providing support for the 2023 Blue Ridge Institute (BRI) Conference. The attached documents will give you a great overview of BRI. Once you review them, I would love to talk with you further about my BRI experience and this sponsorship opportunity."
- Follow up (after 3 to 7 days) on the sent sponsorship email asking to schedule a conversation with them to share your BRI experience and answer their questions. In your conversation, encourage them to support BRI at the level of their choosing.
- Follow up (after 7 to 14 days) after the personal conversation to ask if they are able to support and at what level. If no, thank them for their time. If yes, share with them your appreciation.
- Once they make the commitment, connect them with Allison Gant, Executive Director. She'll coordinate logo usage, ad space, and any other benefits the sponsor will receive in exchange for their generous support.



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HOW TO SPONSOR

We encourage all sponsors to engage with us using the [Sponsor Page](#) on the BRI website. This page has a link to the digital sponsorship form. This form provides immediate sponsor information and payment to BRI. If the sponsor would like to set up an alternate payment arrangement, please contact Allison Gant, Executive Director, at info@blueridgeleaders.org or by phone at 336-269-9577 for further assistance.

HAVE QUESTIONS?

Do you still have outstanding questions or need further assistance with sponsorship? Contact Allison Gant, Executive Director, at info@blueridgeleaders.org or by phone at 336-269-9577. She'll arrange a time to connect or put you in touch with a member of the BRI Development Committee.

