

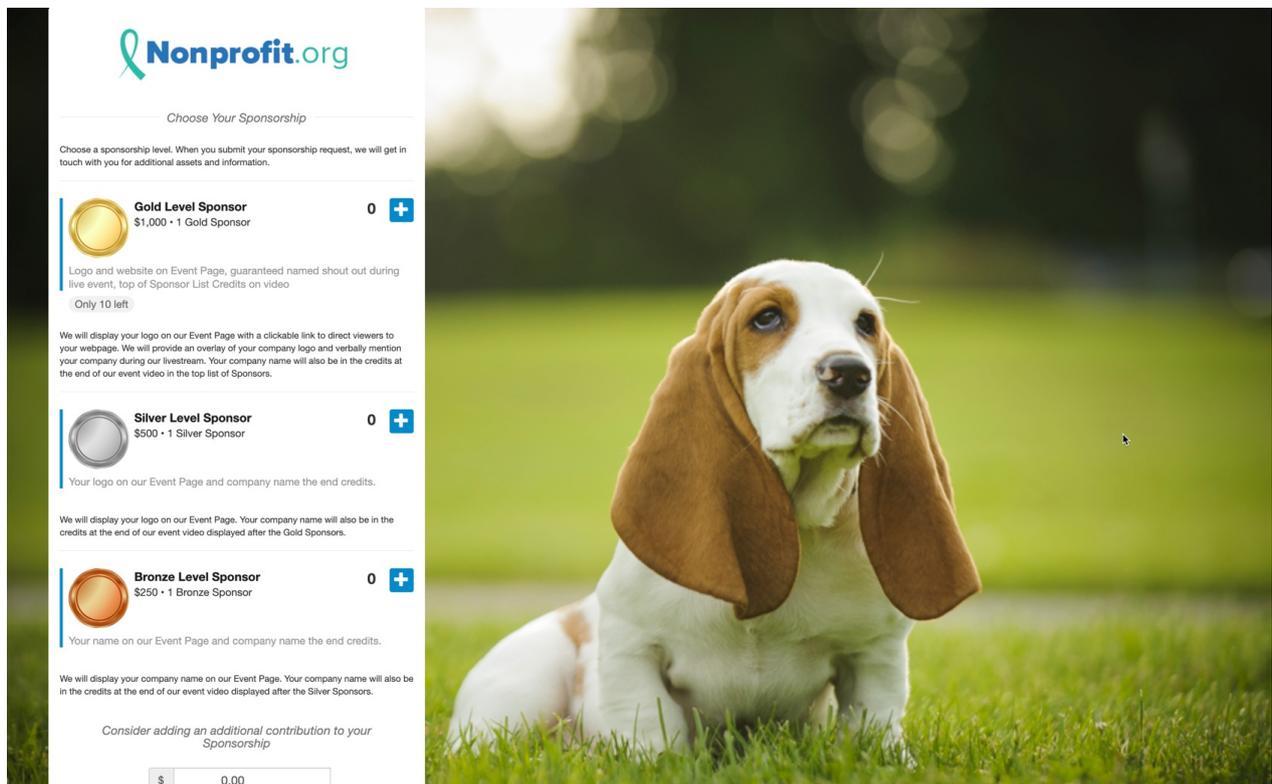
Sponsorship Using Item Form Element

Last Modified on 09/21/2023 8:26 pm PDT

This article describes the specific settings to set up the sponsorship portion of a Corporate Sponsorship activity. You will need to prepare the rest of the form using the [Corporate Sponsorship Activity Design](#) article which includes key items to add to every Corporate Sponsorship form.

This design of a Corporate Sponsorship form used the Item type of Form Element. This method is the best looking and easiest of the methods of creating a Corporate Sponsorship. If you are familiar with creating Ticketing activities, this will be very similar.

Note: If you are providing actual tickets for your sponsors, you may wish to create a Sponsorship activity using a [Ticketing activity](#) and reword the ticketing activity to represent Sponsorships.



The image shows a screenshot of a sponsorship form on the Nonprofit.org website. The form is titled "Choose Your Sponsorship" and includes three sponsorship levels: Gold Level Sponsor (\$1,000), Silver Level Sponsor (\$500), and Bronze Level Sponsor (\$250). Each level includes a description of the benefits and a "0" count with a "+" button. Below the form, there is a text input field for an additional contribution, currently set to \$0.00. To the right of the form is a large photograph of a beagle puppy sitting on grass.

Set Up the Suggested Donations section

1. Per the Corporate Sponsorship Activity Design, you should already have the Donation buttons hidden. If not, hide them now.
2. Change the Section Heading to something to suggest an additional contribution to the Sponsorship level.
 - o If you wish to be more verbose, consider removing the Heading, then add a new section and a Text element to describe the option more fully, but remember this is just an additional contribution, not the main sponsorship, so it should not be as prominent.

Suggested Amounts

Hide

Section Heading

Consider adding an additional contribution to your Sponsorship

\$ 25

\$ 50

\$ 100

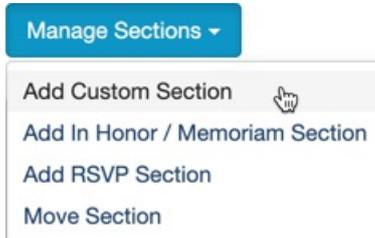
Default Donation Amount

\$ 0

+ Add Form Element ▾

Add a New Section Above Suggested Amounts

1. Click Manage Sections in the upper left
2. Click Add Custom Section



3. Name your section, for example, "Choose your Sponsorship Amount"
4. Use the Up/Down Arrows on the right to place it at the top of the sections, specifically above the Suggested Donations.

Add Custom Section x

New Section Title *

Choose your Sponsorship Amount

Position Your Section

<Your New Section>
Suggested Amounts
Matching Donations
Recurring Donations
Contact Information
Payment Information
Promotional Codes
Footer Message
Form Submit

↑ Up

↓ Down

Cancel

Save

Add Description

1. Open the newly created (empty) section
2. Create a title to be displayed on the form in the Section Heading area
 - This will not appear on the form until at least one element is added to the section.
3. If desired, use the Add Form Elements button to add Text and/or Images to describe what to do and the levels of sponsorship you offer, what will happen next or anything else you may want to add.

+ Add Form Element ▾

Collect Information

- Agree to Terms
- Calculated
- Checkbox
- Date
- Drop-Down
- Hidden
- Item
- Long Answer
- Password
- Short Answer

Design Form

- Image
- Text**
- Video

Note: It is generally recommended to have an actionable item visible on the page so try to have at least one of your sponsorship levels visible on the form when it is first opened. Add an Item Form

Add an Item Form Element for your Sponsorship Levels

Choose a sponsorship level. When you submit your sponsorship request, we will get in touch with you for additional assets and information.



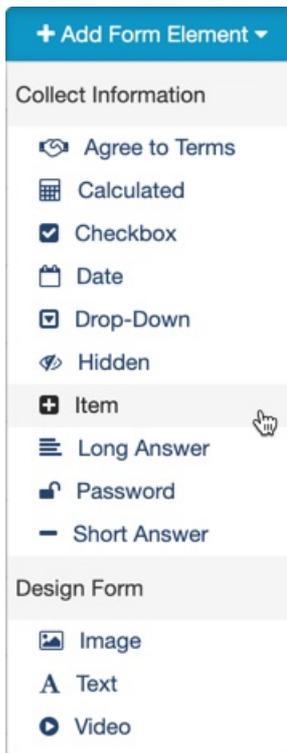
Gold Level Sponsor
\$1,000 • 1 Gold Sponsors

0 

Logo and website on Event Page Guaranteed named shout out during live event Top of Sponsor List Credits on Video

Only 10 left

1. Use the Add Form Elements button to add your first Sponsorship Level by selecting the **Item** type



2. **Display Label:** Give your Item a name that will appear in bold on the form, for example, Gold Level Sponsor
 - This same name, by default, will also be the Reporting Label. This is the wording that will appear in your reports about this item. You can click the **edit** link to change the Reporting Label.
3. **Price:** Set the price of this Sponsorship Level.
4. **Fair Market Value (FMV):** Set the fair market value of each Sponsorship Level. The Fair Market Value is the amount that someone would pay for the benefits of each Sponsorship Level in a fair market (i.e., outside of the context of supporting your organization). The difference between a Sponsorship Level's price and FMV is the Tax-Deductible Amount. All three values are displayed on the receipt, but only the price is displayed on the Sponsorship Form. Setting a Fair Market Value is optional but recommended.
5. **Description:** Provide the details of what this level of Sponsorship offers.
 - Note: The Description can only add 140 characters. If you wish to be more descriptive of the offerings of this level, you will likely want to add a Text form Element immediately below the Item Form Element where you can more fully describe the features of this Sponsor Level
 - The description is straight text. Separated lines or special formatting will not appear in the description.
6. **Thumbnail:** Provide an image to represent the level of Sponsorship.
7. **Limit Item Capacity (+ Max Items):** If you wish to make this Sponsorship Level more exclusive, you can set the maximum number of sponsorships of this level. It will show on the form how many are left and once that number has been reached, no more of this level will be offered.
 - *Example:* This level of sponsorship may include verbal and visual recognitions during a live event. Only a certain amount will fit in your program, so you can limit the number of this level.
 - This does install a sense of exclusivity, to make sponsors consider this option more seriously.

8. **Set Purchase Limit (+ Max Items)**: Turn this on and set it to 1. Your Sponsors will only buy one sponsorship.
9. **Max Items Label**: This defaults to saying "(Purchase Limit Max Items) Item Limit" on the form. You can change this to whatever works for you, such as "1 Gold Sponsor"
10. Click **Save** when you have finished
11. Now repeat these steps for your other levels.

Add Form Element - Item x

Display Label 🔍

Gold Level Sponsor

Reporting Label: Gold Level Sponsor [edit](#) 🔍

Price ^{*}

\$ 1000.00

[Set to Free](#)

Fair Market Value (FMV) 🔍

\$ 750.00

Recommended for all tickets and items

Description

Logo and website on Campaign Landing Page, guaranteed name shout-out during live event, top of Sponsor List credits on video

Thumbnail

Recommended size: 80px by 80px. JPG or PNG image type only.



Gold_Plate.png

Size: 78.3 KB

Type: png

[Remove](#)

[Update](#)

Limit Item Capacity

Enabled

Max Items

10

Set Purchase Limit

Enabled

Max Items

1

Max Items Label

[max] Gold Sponsor

This label will be shown next to the item. Use [max] to show the maximum allowed value.

Cancel

Save

Your Sponsorship form is ready to go.

Choose Your Sponsorship

Choose a sponsorship level. When you submit your sponsorship request, we will get in touch with you for additional assets and information.



Gold Level Sponsor
\$1,000 • 1 Gold Sponsor

0 

Logo and website on Event Page, guaranteed named shout out during live event, top of Sponsor List Credits on video

Only 10 left

We will display your logo on our Event Page with a clickable link to direct viewers to your webpage. We will provide an overlay of your company logo and verbally mention your company during our livestream. Your company name will also be in the credits at the end of our event video in the top list of Sponsors.



Silver Level Sponsor
\$500 • 1 Silver Sponsor

0 

Your logo on our Event Page and company name the end credits.

We will display your logo on our Event Page. Your company name will also be in the credits at the end of our event video displayed after the Gold Sponsors.



Bronze Level Sponsor
\$250 • 1 Bronze Sponsor

0 

Your name on our Event Page and company name the end credits.

We will display your company name on our Event Page. Your company name will also be in the credits at the end of our event video displayed after the Silver Sponsors.

Consider adding an additional contribution to your Sponsorship

\$

