



Sponsorship FAQ

1. What is a LOH sponsor?

A Lights of Hope sponsor is a person or company that provides financial support or in-kind donations to ACS CAN. In exchange, sponsors receive benefits like increased brand awareness.

2. How do I recruit a sponsor

Start by creating a list of organizations/businesses you think would be a good fit for a Lights of Hope sponsor. Check out the types of businesses worksheet found on the [resource website](#) to help get started. Use the guide found on the [resource webpage](#) to go through the steps on recruiting a sponsor.

3. How do I track my sponsorship

You can use the tracking worksheet found on the [Lights of Hope resource webpage](#)

4. Do we offer benefits?

Yes, there are benefits offered for sponsorships of, \$200, \$350, \$500, \$1,000, \$2,500, \$5,000 and \$10,000. Use the [sponsorship packet](#) when making asks.

5. What if my sponsor wants a benefit that is not listed?

Check with your staff partner or the Lights of Hope team to see what benefits we can offer outside of the benefits already listed. We can work with companies on what makes sense to them.

6. How do I fulfill the benefits?

Work with your staff partner on fulfilling the benefits for your sponsors.

7. What if my sponsor wants to get involved in my local event?

We welcome sponsors at local events. Invite them to be a speaker or have their employees decorate bags. This is a great way to show your sponsor what Lights of Hope is.

8. My sponsor wants their bags brought to DC. What do I do?

If you're the volunteer, you're allotted 20 bags to bring to DC. You can offer to bring some of theirs as part of yours. If they want more bags in DC, reach out to your staff partner to see what options we have available. You should be having conversations with your sponsor to see what is meaningful to them.

9. How do I display my sponsor bags

There are several ways to display sponsors bags. Be sure to talk with the sponsors about what is important to them. Often, they would like them displayed and photographed at their location. You could also include them in your at home display or as part of your bag allocation if you are traveling to DC for the Hope Walk.

10. What if my sponsor does not want bags or all of the bags they earned?

The sponsor benefits are at the discretion of the sponsor. If they are not interested in creating Lights of Hope bags that is fine. No need to make them or insist they take the amount allocated.

11. How do I continue engaging with my sponsor?

Sponsorship recruitment and retention is all about relationship building. Make sure you are keeping your sponsors informed about all the great work their donations make possible. Include them in updates related to your advocacy and fundraising efforts. At the end of the year be sure to share the impact report where their company is celebrated.

12. How do I thank my sponsors ?

Thanking your sponsors is an important step in the process. Be sure they know how much of an impact their support has on our mission. You should consider a thank you note or email. It would be lovely to include a photo of their sign or bags being displayed at home or in DC.