




How to Make a Pitch Deck for Sponsorship of Events: Key Elements, Slide Count & What Sponsors Prioritize



Looking to secure sponsorship for your event? A compelling **event sponsorship pitch deck** is the single most powerful tool in your arsenal. Whether you're organizing a marathon, music festival, tech conference, or sports league, **a well-structured sponsorship deck** can make or break your chances of landing top sponsors.

In this guide, we break down **how to create a pitch deck for sponsorship of events**, the **key elements sponsors want to see**, the **ideal number of slides**, and the **top priorities sponsors evaluate** before making their decision.

What is a Sponsorship Pitch Deck?

A **sponsorship pitch deck** is a visual presentation that outlines your event and presents a compelling business case to potential sponsors. It's not just about your event—it's about **how the sponsor will benefit**.



Why is a Good Sponsorship Deck Crucial?

- **First impressions matter:** Your deck is often your first touchpoint.
 - **Decision-making tool:** It helps brands evaluate ROI and alignment.
 - **Competitive advantage:** A professionally designed, insight-rich deck stands out in a crowded pitch inbox.
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Key Elements of a Winning Event Sponsorship Deck

1. Cover Slide

- Event name
- Logo
- Tagline
- Date & location

2. About the Event

- Brief event summary
- Purpose, mission, and uniqueness
- History, if recurring

3. Audience Insights

- Target demographics (age, gender, location, interests)
- Anticipated footfall/eyeballs (online + offline)
- Audience buying power and brand preferences

4. Market Opportunity

- Event category size and growth (e.g., India's marathon market has grown 15% YoY)

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- Gaps your event fills

5. Brand Fit & Alignment

- How your event aligns with the sponsor's values, products, or mission
- Cultural relevance or emotional connect

6. Sponsorship Tiers / Packages

- Title, Co-title, Associate, Powered-by, etc.
- Detailed deliverables (branding, stalls, digital presence, speaking opportunities)
- Customization options

7. Media & Promotion Plan

- Pre-event, during event, and post-event coverage
- PR, influencer strategy, digital spends
- Previous media mentions or campaign case studies

8. Past Sponsors & Testimonials (if applicable)

- Showcase logos
- Quotes from previous partners



9. **ROI for Sponsors**

- Brand visibility metrics
- Engagement potential (social media, on-ground)
- Data access (surveys, leads, insights)
- Exclusive access or sampling opportunities

10. **Event Timeline & Milestones**

- Key dates: marketing rollout, ticket launch, press meets

11. **Organizing Team / Credentials**

- About the company or IP holder
- Past experience and credibility

12. **Call to Action**

- "Let's Collaborate"
- Contact details
- Deck download or meeting scheduler link (if digital)



Ideal Number of Slides in a Sponsorship Pitch Deck

Keep it **between 10–14 slides**. Here's a recommended structure:

Slide Number	Content
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- 1 Cover Slide
- 2 About the Event
- 3 Audience Profile



4 Market Opportunity

5 Why Partner With Us




6-8

Sponsorship
Packages

9

Marketing & Media
Plan



10 Past Sponsors &
Testimonials

11 ROI for Sponsors



12 Event Timeline

13 About Us / Team

14 CTA / Contact Info



Top 5 Things Sponsors Look At Before Saying YES

1. Audience Fit

Is your audience aligned with their target market?

2. Brand Visibility

How much and what kind of exposure will they get?

3. ROI Metrics

Will they get quantifiable returns (engagements, leads, reach)?

4. Creative Integration Opportunities

Can they do more than just put up logos? Experience zones, contests, social storytelling?

5. Credibility of Organizers

Who's behind the event? Do they have a solid track record?



Pro Tips for Deck Design

- Keep it visual – minimal text, more icons, charts, and photos.
 - Use brand colors sparingly unless tailoring for a specific sponsor.
 - Include mock-ups – how logos will appear, sample booths, social media previews.
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Final Thoughts

Your sponsorship pitch deck should **speak the language of business**, not just passion. It must show that you're offering a **marketing opportunity, not a donation appeal**. With the right structure and insights, your deck can unlock **lakhs or crores in sponsorships**.

Need Help Creating Your Pitch Deck?

At **SponsiWise**, we've helped **1700+ brands** and countless events craft **high-converting sponsorship decks** tailored for the Indian and global market.

Want a custom audit of your pitch deck? [Contact us today.](#)

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