

# I<sup>2</sup>SL Chapter Resources



## Winning the Chapter Sponsorship Lottery

Dear I<sup>2</sup>SL Chapter Officers,

The chances of winning the lottery in real life may be 1 in 259 million but your chapter can win big in sponsorships! Chapter sponsorships help your chapter grow and provide valuable promotion and inclusion in the laboratory and high-technology facility community for your chapter's sponsors. Below are a few tips to hit the chapter sponsorship **JACKPOT**:

**Jump-start sponsorship opportunities in your chapter's area.** Reach out to your chapter officers' and members' respective organizations to inform them

of I<sup>2</sup>SL's mission and offer the opportunity to showcase their organization's commitment to support sustainable laboratories and high-tech facilities. Then spread the word about your chapter's sponsors to encourage further involvement and give your sponsors a chance to shine.

### Chapter Anniversary

Congratulations to the [Heart of America Chapter](#) on their four-year anniversary!

A warm welcome to our newest chapter, the Northern California Chapter!

**Aim for the stars.** Maximize the value of your chapter's sponsorship and ask for more than the minimum sponsorship amount. Set a realistic target amount for potential sponsors after careful research and planning. Start high and work your way down to an agreeable amount.

**Create customized sponsorship options.** Collaborate with potential sponsors to create individual sponsorship options to maximize their exposure and incorporate their organization's initiatives. For examples of different sponsorship options, visit [I<sup>2</sup>SL's 2018 Conference Sponsorship and Benefits page](#).

**Keep track of popular sponsorship options.** If a sponsorship option (e.g., providing lunch or a sponsored session at an [Education Day](#)) sells out quickly, make a note to determine if those options can be added to future events or expanded to include more sponsors.

**Provide the proper documentation and forms.** Since I<sup>2</sup>SL is a 501(c)(3) nonprofit organization, sponsorship contributions are eligible for a tax deduction. Send sponsors a copy of [I<sup>2</sup>SL's W-9 form](#), and ensure they have a [receipt](#) for their records. Having

these documents ready ensures smoother sponsorship processing and helps keep your chapter's records up to date.

**Offer first pick of sponsorship opportunities.** Loyal chapter sponsors may want to have the same sponsorship option each year. Before opening up specific chapter sponsorships to other organizations, reach out to long-time chapter sponsors to offer them their first choice and thank them for their long-standing commitment to the chapter.

**Thank sponsors for their contribution and commitment.** After an event or toward the end of the year, send chapter sponsors a quick [thank you message](#) to reiterate your chapter's appreciation. Alternately, provide a shout-out to all chapter sponsors who contributed support throughout the year on your chapter's Web page, [blog](#), or other communication.

Winning big in chapter sponsorships expands I<sup>2</sup>SL and your chapter's network while helping organizations be connected to the cause of sustainability. Please let us know about your chapter sponsorship wins, and as always, if you have any questions or ideas.

Thank you for all you do for your chapters!

[Crystal Jones-Arnold](#) and [Erin Pittorino](#)

I<sup>2</sup>SL Chapter Coordinators

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