

# Sponsors / Ads Module



Susan Williams

# Sponsors v Ads

- Currently Sponsors and Ads are managed in two separate places, even though they are part of the same module

**Sponsors**—within an Event

**Ads**—in the Sponsors/Ads module

**Sponsor** = Ad on an Event

**Ad** = Ad on your Website

# SPONSORS

- Initially, setting up sponsors/sponsorships is a 2-part process
  - Setting up Event Sponsorship Benefits
    - Setup > Event > Event Sponsorship Benefits
    - System-wide—available for all events
    - Likely only need to do once
  - Setting up sponsors/sponsorships for a specific event
    - Events > Specific Event > Sponsor Setup

# Set Up Sponsor Benefits

- Setup > Events > Event Sponsorship Benefits

Sponsorship Benefits Add

Name	Display Order	Name on Event Page	Logo on Event Page	Sponsor Url on Event Page	Name on Event Emails	Logo on Event Emails	Sponsor Url on Event Emails	Name on Registration Page	Logo on Registration Page	Sponsor Url on Registration Page
Bronze	3	Yes	No	No	Yes	No	No	Yes	No	No

Event Page
Event Emails
Event Registration Page

[Setting up Sponsor Benefits](#)

# Add Sponsor Benefit (Sponsorship Level)

**Add Sponsor Benefit** [Print] [Close]

Name

Display Order  ←

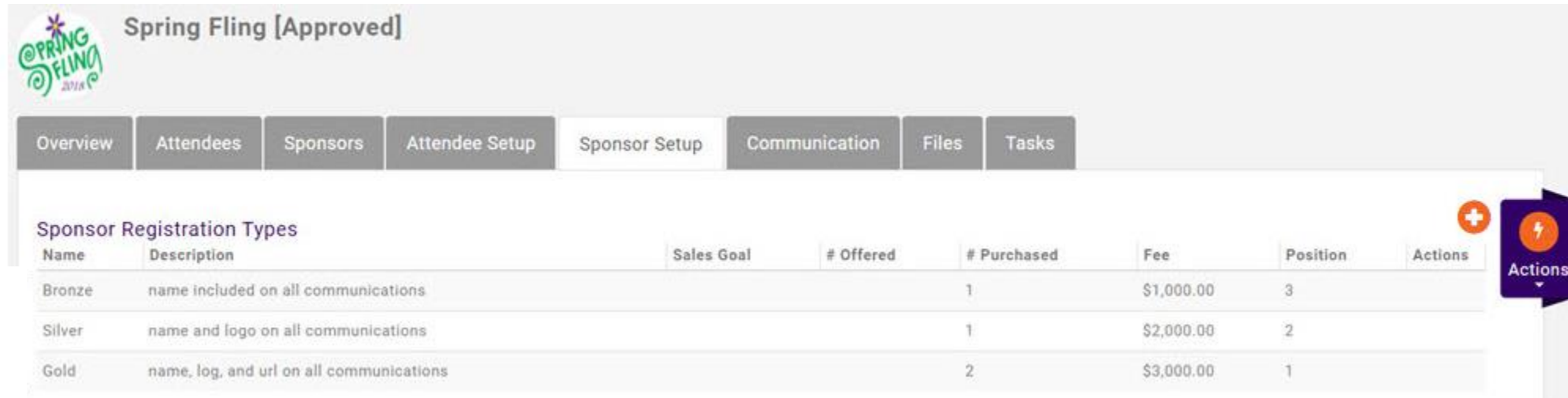
<p>Name on Event Page <input type="checkbox"/></p> <p>Logo on Event Page <input type="checkbox"/></p> <p>Sponsor Url on Event Page <input type="checkbox"/></p> <p><i>i</i></p>	<p>Name on Event Emails <input type="checkbox"/></p> <p>Logo on Event Emails <input type="checkbox"/></p> <p>Sponsor Url on Event Emails <input type="checkbox"/></p> <p><i>i</i></p>	<p>Name on Registration Page <input type="checkbox"/></p> <p>Logo on Registration Page <input type="checkbox"/></p> <p>Sponsor Url on Registration Page <input type="checkbox"/></p> <p><i>i</i></p>
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Cancel Done

In relation to  
other Benefits/  
Levels

# Sponsor Setup in an Event

- **Sponsor Setup** tab within the Event
  - Setting up Sponsor Registration Types



The screenshot shows the 'Spring Fling [Approved]' event page. The 'Sponsor Setup' tab is selected, displaying a table of 'Sponsor Registration Types'. The table has columns for Name, Description, Sales Goal, # Offered, # Purchased, Fee, Position, and Actions. There are three rows: Bronze, Silver, and Gold. A '+ Actions' button is visible on the right side of the table.

Name	Description	Sales Goal	# Offered	# Purchased	Fee	Position	Actions
Bronze	name included on all communications			1	\$1,000.00	3	
Silver	name and logo on all communications			1	\$2,000.00	2	
Gold	name, log, and url on all communications			2	\$3,000.00	1	

[Setting up Sponsorship Registration Types in an Event](#)

# Sponsor Setup in an Event

### Add Sponsorship Type

Sponsorship Type:

Description:

Position:

Sales Goal Quantity (Max: 255):

Maximum Quantity (Max: 255):

#### Fees

Item	Quantity	Price	Hide On Invoice	Total
<input type="text" value="-- Select a Item --"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="checkbox"/>	\$0.00

Sponsor Benefits:


Cancel Done

Specific to the Event

From the initial setup

# Register a Sponsor

- Sponsor tab

 Spring Fling [Approved]

Overview Attendees **Sponsors** Attendee Setup Sponsor Setup Communication Files Tasks

Search... Show only... Customize Results... Actions

#	Sponsorship	Status	Sponsor Name	Contact	Invoice #	Sponsor Fee	Balance	Actions
<a href="#">15542</a>	Gold	Registered	Carol's Sites		<a href="#">11</a>	\$3,000.00	\$3,000.00	Actions
<a href="#">15543</a>	Silver	Registered	Brandon's Bacon		<a href="#">12</a>	\$2,000.00	\$2,000.00	Actions
<a href="#">15544</a>	Bronze	Registered	Deon's Donuts		<a href="#">13</a>	\$1,000.00	\$1,000.00	Actions
<a href="#">15547</a>	Gold	Registered	Scott		<a href="#">16</a>	\$3,000.00	\$3,000.00	Actions

Actions

[Registering a Sponsorship \(Adding a Sponsor\)](#)



# Register a Sponsor

Must already be a  
Contact in the DB

Will appear on  
the invoice

### Add Sponsor


Sponsor Name	Contact	Address	Email	Registration Date
<input type="text"/>		-- Select a <input type="button" value="+"/>	-- Select a <input type="button" value="+"/>	<input type="text"/>
Sponsorship Level	Description	Qty	Price	Total
-- Select a Sponsorship L <sup>e</sup> <input type="button" value="v"/>	<input type="text"/>	<input type="text" value="0"/>	\$0.00	\$0.00
Message	Internal Memo			
<input type="text"/>	<input type="text"/>			
Sponsor Url	<input type="text"/>			

# Edit a Sponsor

Editable items

Edit Sponsor

< 4 of 5 >
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Sponsor Name Susan Williams	Contact	Address	Email	Registration Date <input type="text"/>
Sponsorship Level Bronze	Description name included on all communications	Qty 1	Price \$1,000.00	Total \$1,000.00
Message <input type="text"/>		Internal Memo <input type="text"/>		
Sponsor Url <input type="text"/>				
<div style="border: 1px solid #ccc; display: inline-block; padding: 5px; margin: 5px;">  </div>				

Cancel
Done

Click to add  
an image →

# Manage a Sponsor

Spring Fling [Approved]

Overview Attendees Sponsors Attendee Setup Sponsor Setup Communication Files Tasks

Search Show only... Customize Results...

#	Sponsorship	Status	Sponsor Name	Contact	Invoice #	Sponsor Fee	Balance	Actions
15542	Gold	Registered	Carol's Sites		11	\$3,000.00	\$3,000.00	Actions
15543	Silver	Registered	Brandon's Bacon		12	\$2,000.00	\$2,000.00	Actions
15544	Bronze	Registered	Deon's Donuts		13	\$1,000.00	\$1,000.00	Actions
15547	Gold	Registered	Scott	Invoice Details	16	\$3,000.00	\$3,000.00	Actions

Actions

- Add Sponsor
- Download Sponsors
- Mailing Labels

Actions

- Send Email
- Cancel
- Send Invoice
- Download Invoice
- Enter Check/Payment
- Enter Credit Card

Filter List


Sort List

Sponsor Details

\* Cancellations. When you cancel a sponsorship, you must take care of the invoice/payment in a second step. (Canceling a sponsorship does **not** also do a write-off/refund.)

Questions about Sponsorships?

# ADS

**111-555-9845**   **Amy's Cleaning Service**     
*We get dirty so you don't have to*



Directory of Our Valued Members

Keyword & Category

▶ Advanced  
Search

View alphabetical Listing  
0-9 A B C D E F G H I J K L M N O P Q R S T U V W X Y Z A-Z

Dining   Entertainment  
Health & Fitness   Lodging  
Retail   Service & Repairs  
Touring

 Stop by for Crazy Sales thru July 31   
1001 Main Ave - Anytown

Powered By GrowthZone

# ADS

A nice source of non-dues revenue, and/or a benefit of membership in your organization, is allowing members to place ads on your website.

## 3 Steps to getting an add on your website

- Adding an Ad Type (Style)
  - 15 options
- Enabling the Type
  - What module pages will display ads?
- Adding Ads

# Setting up Ads

Sponsors/Ads module > Advertising Types tab

Advertisements		Advertising Types			
Name	Ad Style	Width	Height	Is Active	
<a href="#">Header-Directory</a>	FullBanner	468	60	Yes	
<a href="#">Actual Square</a>	Square	250	250	Yes	
<a href="#">Small Button</a>	Button	88	31	Yes	
<a href="#">Rectangle</a>	Rectangle	180	150	Yes	
<a href="#">Footer-All Pages</a>	Leaderboard	728	90	Yes	

[Setting up Website Ad Types](#)

# Adding an Ad Type

**Add Advertising Type** ⓘ ✕

Ad Style  
-- Select a Ad Style --

Name

Width

Height

Is Active

- Ad Style
- Select a Ad Style --
  - Select a Ad Style --
  - Full Banner
  - Leaderboard
  - Square
  - Square
  - Square
  - Skyscraper
  - Skyscraper
  - Small Skyscraper
  - Fat Skyscraper
  - Half Banner
  - Rectangle
  - Square Button
  - Button
  - Button
  - Button

Industry standard ad styles

Cancel Done



# Enabling Pages for Ads

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Advertising Type Bulk Placement

Domain	Page	Top of the page	Bottom of the page
unicyclesrusaugust222017	EventCalendar(eventcalendar)	-- Advertising Type --	Footer-All Pages
unicyclesrusaugust222017	Active Member Directory(activememberdirectory)	Header--Directory	Footer-All Pages
unicyclesrusaugust222017	Content: news for d(content)	-- Advertising Type --	-- Advertising Type --
unicyclesrusaugust222017	Susan's Blog(susanblog)	-- Advertising Type --	-- Advertising Type --
unicyclesrusaugust222017	LIST/COMMITTEE(listcommittee)	-- Advertising Type --	-- Advertising Type --
unicyclesrusaugust222017	ADVANCED(advanced)	-- Advertising Type --	-- Advertising Type --
unicyclesrusaugust222017	EMAIL LIST(emaillist)	-- Advertising Type --	-- Advertising Type --
unicyclesrusaugust222017	INQUIRY LIST(inquirylist)	-- Advertising Type --	-- Advertising Type --
unicyclesrusaugust222017	News(news)	-- Advertising Type --	-- Advertising Type --
unicyclesrusaugust222017	Annual Convention Exhibitors(exhibitors)	-- Advertising Type --	-- Advertising Type --

Cancel
Done

[Enabling Pages for Ads](#)

# Adding Ads

- Advertisements Tab

Advertisements
Advertising Types

+ Add

Description	Contact Name	Start Date	End Date	Is Active
Ad for Amy's Cleaning Service	<a href="#">Amy's Cleaning Service</a>	7/22/2018	7/23/2019	Yes
Ad for Ace Hardware	<a href="#">Ace Hardware</a>	7/22/2018	7/21/2019	Yes
Ad for Bob's Bikes	<a href="#">Bob's Bikes</a>	7/22/2018	7/23/2019	Yes
Ad for Unicycle Riders of North America	<a href="#">Unicycle Riders of North America</a>	7/23/2018	7/23/2019	Yes

[Adding Ads](#)

# Adding Ads

Add Advertisement
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Contact	Description
Start Date 7/23/2018	End Date 7/23/2019
Advertisement Url	Open In New Window <input checked="" type="checkbox"/>

**Advertisement List**

Advertising Type -- Select a Advertising Type -- <span style="float: right;">+</span>	Image <div style="border: 1px solid #ccc; width: 100%; height: 40px; margin-top: 5px;"></div>
--	--

+
✕

Cancel
Done

Contact must be in DB  
Defaults to 1 year

Ad Types you  
selected in the  
first step

Can have multiple ads in  
the same time frame\*

\* If a Contact wants multiple ads running at *different* times...

# Adding Ads

Advertisements Advertising Types

Search... + Add

Description	Contact Name	Start Date	End Date	Is Active
Ad for Amy's Cleaning Service	<a href="#">Amy's Cleaning Service</a>	7/22/2018	7/23/2019	Yes
Ad for Ace Hardware	<a href="#">Ace Hardware</a>	7/22/2018	7/21/2019	Yes
Ad for Bob's Bikes	<a href="#">Bob's Bikes</a>	7/22/2018	7/23/2019	Yes
Ad for Unicycle Riders of North America	<a href="#">Unicycle Riders of North America</a>	7/23/2018	7/23/2019	Yes
Ad for Ace Hardware	<a href="#">Ace Hardware</a>	7/23/2018	7/31/2018	Yes

# Questions?