

How to Build a Sponsor Deck

A step-by-step guide for casino party fundraiser event planners

A sponsor deck is a short, polished presentation — typically 8 to 12 slides or pages — that you share with potential corporate sponsors before your event. Its job is to quickly explain who you are, what the event is, who will be there, and what sponsors get in return for their support. This guide walks you through each section to include and what to put in it.

Step 1 Start with a Cover Page

The cover sets the tone. It should look polished and immediately communicate the event at a glance.

Include:

- Your organization's name and logo
- The event name and date
- A tagline or brief description (one sentence)
- "Sponsorship Opportunities" or similar title so the reader knows what they're holding

Example:

*"A Night at the Casino" — Benefiting [Organization Name]
Saturday, October 18, 2025 | The Ballroom at [Venue]
Sponsorship Opportunities*

Step 2 Introduce Your Organization

Sponsors are investing in your cause, not just the party. Give them a reason to care in two to three short paragraphs or bullet points.

Cover:

- What your organization does and who it serves
- Your mission in one sentence
- A key stat or impact number if you have one (families served, funds raised last year, years in operation)



Keep this to one page. Sponsors won't read a full history — lead with impact, not background.

Step 3 Describe the Event

Paint a picture of the evening so sponsors can see themselves in it. Be specific — vague descriptions don't generate excitement.

Include:

- Event format: casino night, games offered, entertainment
- Date, time, and venue
- Expected number of guests and general audience profile (community leaders, business owners, families, etc.)
- Ticket price range
- Any notable features: live auction, open bar, keynote speaker, awards



"150 local business owners and community leaders" is more compelling to a sponsor than "approximately 150 guests."

Step 4 Define Your Sponsorship Levels

This is the core of the deck. Present two to four clearly named tiers with a specific dollar amount and a defined list of benefits for each. Make it easy for a sponsor to say yes quickly.

Tips for structuring levels:

- Name levels something memorable — casino themes work well (e.g., High Roller, All-In, House, Dealer)
- Price levels so that each step up feels like a meaningful jump in value
- List benefits in plain language — avoid vague terms like "recognition" without explaining what that means
- Put your most lucrative level first

Common benefits to offer at various tiers:

- Logo placement on event signage, programs, or website
- Verbal recognition from the emcee
- Dedicated casino table named after the sponsor
- Reserved seating or VIP table for sponsor's guests
- Complimentary tickets
- Social media shoutouts before and after the event
- Speaking opportunity or display table at the event



Sponsors read benefit lists quickly. Use a simple side-by-side comparison table so differences between levels are obvious at a glance.

Step 5 Show the Audience

Sponsors want to know their brand will be seen by the right people. Dedicate a short section to describing who attends your events.

If you have past event data, share it:

- Number of attendees
- Geographic reach (local, regional)
- General professional or demographic profile
- Social media reach or email list size if promoting digitally



If this is your first event, describe your organization's existing network instead — board members, volunteer base, donor list, community partnerships.

Step 6 Add Social Proof (If You Have It)

Past success builds confidence. If you've run this event before, include a brief results snapshot.

- Total raised at the last event
- Number of sponsors who participated
- A short quote from a past sponsor if you can get one

- A photo from a previous event (optional but effective)

If this is a first-time event, skip this section or replace it with a statement about your organization's credibility — years in operation, notable partners, or community recognition.

Step 7 Include a Clear Call to Action

End the deck with exactly what you want the sponsor to do next. Don't make them guess.

- Provide a deadline for sponsorship commitments
- List a single point of contact with name, phone, and email
- If using a form or online sign-up, include the link
- Thank them for considering it — keep the tone warm and direct

Example:
To reserve your sponsorship, please contact:
[Name], [Title]
[Phone] | [Email]

Sponsorship commitments are due by [Date].
We would love to have you at the table.

Step 8 Design & Delivery Tips

A well-written deck in a plain Word doc will outperform a flashy one with weak content. That said, presentation matters when you're asking for money.

- Keep it to 8–12 pages or slides — sponsors won't read more
- Use your organization's colors and logo consistently
- One idea per page; avoid walls of text
- PDF it before sending so formatting doesn't shift on the recipient's device
- Send via email with a brief personal note — never send a cold deck without a warm intro
- Follow up within one week if you don't hear back



Personalize the deck when approaching larger sponsors. A version that references their brand or community ties by name performs significantly better than a generic one.

Sponsor Deck Checklist

Before sending your deck, confirm you have:

☐	Cover page with event name, date, and org logo
☐	Organization mission and impact summary
☐	Event description with date, venue, guest count, and format
☐	2–4 sponsorship tiers with clear dollar amounts and benefit lists

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- | | |
|--------------------------|--|
| ☐ | Audience profile or attendance data |
| ☐ | Social proof or credibility statement |
| ☐ | Contact information and sponsorship deadline |
| ☐ | PDF exported and proofread before sending |