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| Logo  Description automatically generated |  | sponsorship  Sponsorship Activity #4 |

# Logo, company name Description automatically generatedINVENTORY: event signage

Event signage might be your most valuable piece of inventory in sponsorship sales. Signage uses areas of the playing field or arena to provide visual exposure for a business hoping to promote their products or services to your fans. No doubt you have seen advertising on signs, scoreboards, and screens at professional sporting events. There is no reason you can’t provide a similar value for area businesses by providing the opportunity to invest in signage at your event.  
  
In this activity, your sponsorship team will establish an inventory list for your event. Consider all the areas of your event venue that could feature signage but be sure to evaluate whether those areas offer enough visibility to provide value for your corporate partners. It is okay to get creative, your sponsors might like to hear about unique ways to get their brand in front of your fans!  
  
Examples could include:

* Signage on outfield wall at softball or baseball games
* Signage on the tee boxes at a charity golf event
* Branded boards at a community cornhole competition
* Signage above VIP areas at a basketball game (like a local furniture company sponsoring a row of recliners in an area near the court)

**Using the worksheet below, list every possible place at your event where a sponsor might benefit from signage.**

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