



WENDY PORTER EVENTS

SPONSORLINK™

SMARTER PARTNERSHIPS.
STRONGER RESULTS.



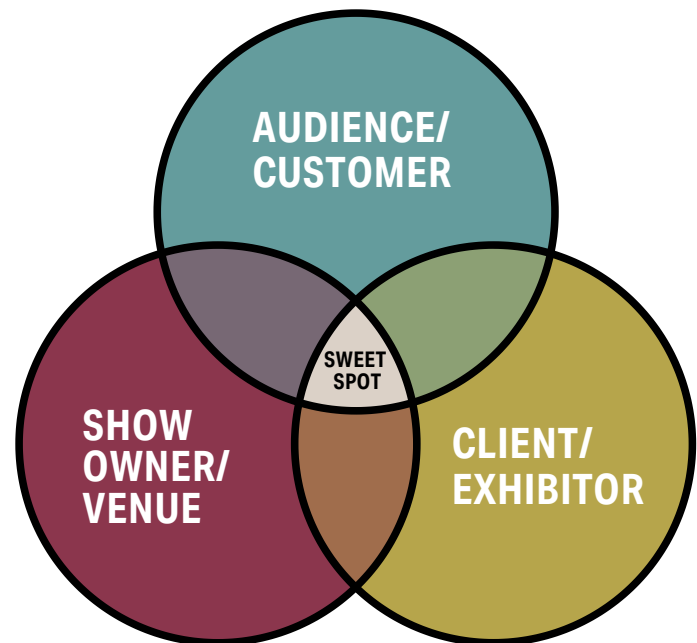
What Problem Does SponsorLink™ Solve?

Event organizers are under increasing pressure to grow sponsorship revenue, but they don't have time, staff, or capacity to reimagine how they package and fulfill sponsorships.

Meanwhile, sponsors are demanding more meaningful activations that support brand engagement and sales—not just logos on lanyards.

SponsorLink™ helps align what audiences **want**, what sponsors **need**, and what organizers can **deliver**.




It's a catch-22. SponsorLink™ is the fix. We partner with the large-scale event organizers to help rethink, sell, and fulfill high-impact sponsorships.



What SponsorLink™ Delivers

-  **Sponsorship Audit:** Revealed gaps and opportunities
-  **Package Design:** Scalable, tailored packages today's sponsor value
-  **MPO Strategy:** A la carte marketing promotional opportunities that deliver
-  **Execution Support:** Onboarding, communications, and fulfillment
-  **Measurement:** Performance metrics and post-event reporting reinforcing ROI

Why SponsorLink™ Works

-  72% of exhibitors say meaningful engagement is more important than just lead quantity
-  Personalized sponsorship packages lead to 20–30% higher sponsor revenue
-  Experiential activations drive 25–30% more brand recall than static placements
Sources: Freeman, CEIR, Skift Meetings)


Why Wendy Porter Events

With over 20 years on both sides of the sponsorship table, we understand what sponsors want—and what organizers need. We've delivered results for national healthcare brands, tech companies, and nonprofits, including events with hundreds of sponsors and millions in engagement.


**We're not just a vendor. We're your behind-the-scenes sponsorship partner.
Let's Build Sponsorships That Work—for Everyone.**


BOOK NOW

Schedule a **complimentary**
30-minute consultation with me today!

 Learn more at wendyporterevents.com/sponsorlink
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