How to Generate More Sponsorship Dollars

September 13: 12:30pm – 3:30pm

Speaker: Sylvia Allen, President, Allen Consulting (BA, MA, CFEE)
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12 Steps to Sponsorship Success

In this session you will learn ...

• Sponsorship trends
• What sponsors want
• Where to find sponsors
• How to get started
What is sponsorship?

Sponsorship is an **investment**, in cash and/or in kind, in return to **access** to **exploitable** business potential associated with an event, worthwhile cause or highly publicized entity.
Trends Impacting Sponsorship

- Branding
- Corporate Social Responsibility
- ROI
- ROE
- ROO
- Grassroots marketing
- Think globally, act locally
- Experiential/activation
- Database development
- Multicultural aspects
- More competition
- Greater expectations
- Technology
- Social Media
What sponsors want

• Increase sales
• Corporate hospitality
• Introduce a new product
• Expand use of current products
• Sampling
• Employee/customer/trade incentives
• Product branding
• Differentiation from the competition
• Association with a particular lifestyle
• Heighten visibility
• Shape consumer attitudes
• Entertainment
• What can you think of?
Where do you find sponsors?

- Look at your competition
- Visit the web
- Read trade publications
- Read consumer magazines/newspapers
- Listen to radio
- Watch TV
- Research sponsors of national events that are similar to yours
Who do you approach?

There are many doors but ...
Always start at the top!

- President
- Vice President of ...
  - Marketing
  - Public relations
  - Human resources
  - Brand Management
  - Product Management
  - Sales
  - Advertising
  - Multicultural marketing
  - Sponsorships
- Brand managers
- Product managers
When do you approach sponsors?

MINIMUM 6 months ... preferably a year and sometimes as much as 18 months ... in advance

Why? (50/25/25)
How to get started with the sales process

• Hone your sales skills … become a consultative salesperson
• Understand what you are selling
• Understand your client’s budget cycle
• Understand the *value* of what you are selling
• Customize
• Negotiate
• Overcome objections
• Make it easy
• Follow through
Sponsor expectations

- Minimum 3:1 ROI
- Respect for investment
- Honesty
- Deliver on promises
- On-site implementation
- Post-event follow through
How to get started

Here are the 12 steps to sponsorship success ... guaranteed!
Step One

Take Inventory
Tangible inventory items

- Banners
- Radio/TV/Print
- Table tents
- On-site signage
- Posters/flyers
- Program books
- Brochures
- Billboards
- Tickets
- Payroll stuffers
- Educational programs
Tangible inventory items (continued)

- VIP viewing/parking
- Mailing lists
- On-site sampling
- Audio announcements
- Product displays/sales
- Hospitality (consumers, customers, trade)
- On-Stage
- Cross promotions
- Celebrity appearances
- Internet
- Social media
- What else?
Intangible inventory

- Prestige of property
- Recognition of name
- Market impact
- Community acceptance
- Audience interest/loyalty
- Audience compatibility w/sponsor’s needs
- Category exclusivity
- Protection from ambush
- Protection from sponsor clutter
- Co-sponsor networking opportunities
- Sales opportunities
Step Two

Develop media (traditional and social) and retail partners
Step Three

Develop your sponsorship offerings
Prepare a budget ...

• What can be bartered
• What are the assets
• What is the value of those assets
• Determine several opportunities
  • One page fact sheet
One page fact sheet

• Date
• Location
• Audience/demographics
• Marketing exposure
• Marketing opportunities

• Closing paragraph (no longer than 5 lines) plus contact information
Step Four

Research your sponsors
Step Five

Do initial sponsor contact
Step Six

Go for the appointment
Step Seven

Be creative
(asset inventory checklist)
Step Eight

Make the sale!
Step Nine

Keep the sponsor in the loop
Step Ten

Involve the sponsor in the event
Step Eleven

Provide post-event report
Step Twelve

Renew for next year
What NOT to do

Buy a mailing list
Write a direct mail letter
Produce a “package”
Have gold, silver, bronze levels
Mail (or worse, E MAIL letter and package)
Follow up with a phone call

What happens?
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• HOW TO BE SUCCESSFUL AT SPONSORSHIP SALES
• A WOMAN’S GUIDE TO SALES SUCCESS
• 12 STEPS TO SPONSORSHIP SUCCESS DVD
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Asset Inventory Checklist

___ Radio coverage
___ Television exposure
___ Newspaper coverage
___ Magazines coverage
___ Internet
___ Product sales
___ PR inclusion
___ Speaking opportunities
___ Exhibit space
___ Right to display product
___ Right to have product sales
___ Employee involvement
___ Inclusion on posters, flyers, stage banners, table tents, vertical street banners, rack cards, payroll stuffers
___ Inclusion in event program
___ Category exclusivity
___ On-site signage
___ VIP opportunities
___ Social media
___ Direct marketing efforts
___ Event specific sponsorships/exclusivity (children’s area, beer tent, photo area, two stages, hot air balloon rides, trolley)

___ Cross promotion opportunities
___ Pre-event promotion opportunity
___ What do YOU want?

Let us put together a program that will meet YOUR needs YOUR way!

Festival/Event 2016 , , names/tele #/e-mails