Sponsorship Basics

The Journey from Sales to Activation to Renewal
Goals for Today

- Review the Basics of Sponsorship
- Explore Sponsorship Sales
- Brief discussion of Valuation
- Define Activation
- Q&A
ENTERTAINMENT

CAUSES: 10%

ARTS: 9%

FESTIVALS, FAIRS & ANNUAL EVENTS: 4%

ASSOCIATIONS AND MEMBERSHIP ORGANIZATIONS: 4%

SPORTS: 70%

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Benchmark Questions

- Who currently has sponsors?
- Cash or Trade or In-Kind
- Total Amount
  - <$10,000
  - $10,000-$25,000
  - $25,000-$50,000
  - $50,000-$100,000
Benchmark Questions

- How many sponsors do you have?
  - 1-5
  - 6-10
  - 10-20
  - More than 20?

- Who currently handles sponsorship for your event?

- Sales experience or professional salesperson?
SPONSOR

Definition: one who assumes responsibility for some other person or thing
Two Way Street

• More than just cashing a check
• More than just providing access
• Sharing of resources
• Trade for access
• Goal = Trusted, Valued Partners
Sponsorship Basics

• Brands, Businesses & Organizations aligning with similar audiences

• Similarities in Audience Demographics, Geography

• The Maturation of the Industry
  • Not about the signage anymore
  • Must provide an excellent point of differentiation
Sponsorship

• Sales
  • Prospecting
  • Pitching
  • Closing

• Activation

• Review and Renewal
Sponsor Side

• Why do marketers sponsor events and festivals?
  • Culture Defines Us
  • Arts, Events and Festivals showcase communities
  • Only opportunity where marketers can reach groups of people in social setting
  • Addressing challenges facing company or organization
    • Marketing, Public Relations
Property Side

- Events use funds to offset expenses
  - Logistics
  - Programming
  - Marketing
- Sponsorship as part of Programming
- Sponsors in the Guest’s Journey
Sponsorship Basics

- Different categories of sponsors
  - Trade: Dollar for dollar with media, vendors
  - In-kind: Products or services in exchange for access
  - Cash: Financial contribution
    - Philanthropic (non-profit, grants)
    - Marketing
Prospecting
Prospecting

• Determine potential partners
  1) Compile list of marketers that currently sponsor
  2) What are they doing?
  3) Who do you have contacts with?

• What businesses have similar audiences?

• Cold calls vs. Warm leads

• Learn as much as you can about the prospect

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Selling Sponsorship

• Top Categories
  • Bank/Financial
  • Automobile
  • Beverage
  • Beer, Wine, Spirits
  • Healthcare
  • Mobile
  • Utilities
  • Service industries

• Credit Card
  • Insurance
  • Food (Retail, Restaurants)
  • Hospitality
  • Fuel/Energy
  • Real Estate
  • Local businesses
  • Local operations of nationals
Selling Sponsorships

• More Questions
  • Business to Business B2B
  • Business to Consumer B2C
  • What data is needed for sponsors?
  • How will success be determined?
Pitching
Valuation

• Sponsorship Audits & Assessments
  – What are all of your assets?
  – What is the value of these assets?
  – What resources do you put towards activation and relationship building for the long-term?
  – What is the value of a comprehensive relationship?
Developing the Pitch

• Before The Pitch
  • Conduct an Asset Inventory
  • List everything that is potentially sponsorable
    • Physical attractions and features
    • Marketing & Communication elements
    • Naming and Presenting rights
Developing the Pitch

• Before The Pitch
  • Know as much as you can about partner
  • Creativity is the key in developing pitch
    • Use all elements to stand out
  • Is there an angle or tie between the brands?
    • Can you create ties to campaigns, launches?

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Developing the Pitch

• Focus on Sponsor’s business objectives
• Offer Category Exclusivity
• Multi-year Agreements
Pitching

• Sponsorship levels
  • No Gold, Silver or Bronze
  • Customize every proposal
  • Remain consistent with sponsor’s business objectives
    • Time of year
  • Local business environment

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How Much to Charge?

• Option One
• Take your expense per feature
  • Performer
  • Stage
  • Midway
  • Kids Area
  • Port-o-lets
  • Media
• Add 20% to those costs
How Much to Charge?

• Option Two
• Attendance Statistics
• Gross Impressions
  • Printed Materials
  • Signage Impressions
  • Promotional Mentions
  • Social Media Impressions
  • Digital (Website, Email)
    • Impressions and Clicks

• Entitlement Rights: The XYZ Summer Festival
• Presenting Rights: The Summer Festival Sound Stage Presented by XYZ

<table>
<thead>
<tr>
<th>Medium</th>
<th>Value per impression</th>
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<tbody>
<tr>
<td>Print Advertisements</td>
<td>% of Cost</td>
</tr>
<tr>
<td>Print Materials</td>
<td>.01¢</td>
</tr>
<tr>
<td>Banners/Signage</td>
<td>.02¢</td>
</tr>
<tr>
<td>Announcements</td>
<td>.01¢</td>
</tr>
<tr>
<td>Social Media</td>
<td>.005¢</td>
</tr>
<tr>
<td>Digital</td>
<td>.005¢</td>
</tr>
</tbody>
</table>

Divide All by 2
What Else?

- Access to your Partner’s Partners
- Sponsor’s Communication Assets
  - Use your Festival for them to stand out
  - Include Your Festival in their messaging
    - Traditional Media
    - Social Media
    - Customer channels
  - There is a dollar value for this
Selling Sponsorships

• Challenges
  • Gatekeepers
  • Brands and objectives are unaligned
    • Sometimes the perfect match isn’t
    • Budget
    • Past experiences

• How do you leverage your event to drive traffic and sell more widgets, services?

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Always

Think

RENEWAL

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Closing
Closing

• Negotiation
  • Be wary of cherry-picking items

• Contracts

• Announcements

• Now the real fun begins...
Activation
Activation

• Signage and Presence
• Couponing and Sampling
• Product launch
• Data collection
• Engagement
  – Driving conversations
  – Inextricably linked to the program
• Leveraging assets for exclusive access
  – Content and Programming
• Leveraging or creating onsite features

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Activation

• Creating value-added benefit
  – For the Sponsor
  – For the Guest on behalf of the Sponsor

• Leveraging Sponsor’s Non-Cash Assets
  – Communication/Distribution Channels
  – In-kind services
  – Volunteering

• Customizing the Guest Experience
Activation

• The Sponsorship Continuum
  • Start small, Pilot project
  • Built-in activation opportunity
  • Measurable outcomes
  • Personalization and Customization
  • Work toward renewal
Activation

• Sponsor Activation Commitment
  – Should be willing to invest 25-100% of value

• How have we moved the needle?
  – Met business objectives
  – Collected data
  – Activated the data
Collaboration

• Collaboration by Properties
  • Impact with aggregated total audiences
  • Leveraging contacts and brands
  • Creating new properties through collaborations and coalitions

• Collaboration by Sponsors
  • Leveraging your brand to your partner’s clients
    • Manufacturer and Retailer
  • Leveraging the marketing channels of your partner
Follow-Up
Top 10 Sponsorship Takeaways

1. Over-communicate with all points of contact
2. Sponsor’s investment in activation is vital
3. Sponsorship is trade, in-kind and cash
4. Know what is being measured
5. Be part of the planning
6. Use sponsorship as part of programming
7. Understand how you can drive results
8. Be a Sponsor
9. Always be thinking about the renewal
10. Thank the sponsor in meaningful ways
Asset Overview

• Branding elements:
  – Onsite announcements
  – Print advertisements
  – Onsite signage and banners

• On-site activation items (Booth, Tabling, Sampling)
  – Backdrop and tablecloth
  – Small Handouts
  – Large Handouts
  – Product brochure (D)
Be a Sponsor

• Trade Show Elements
  • What works?
  • What doesn’t?
Sponsorship Sales

• What is the Hypothesis?
• What is the activation?
• Measuring goodwill
• Takeaways
  – Overcommunicate with all points of contact
  – Sponsor’s investment in activation is vital
  – Roll with the punches
Introducing the All-New

**Sponsorship Coach**

A 3-month interactive session to guide you through the world of Sponsorship including:

- Preparing a Proposal
- Valuation of Your Property and its Assets
- Activation Ideas
- Retaining Your Sponsors

We will take you step-by-step through a customized course with five of your Events & Festival peers as you learn directly from each other and Aspire Principal Sean King!

**Plus, a FULL Money Back Guarantee if you do not increase your sponsorship income by the amount of the course registration**

Contact Sean King at sking.aspire@gmail.com

Or at 610.554.0633 for details
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Event Marketing Mentorship Program

February–May 2017

September – December 2017

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