

# EMBRACING SPONSORSHIPS

*LET'S GRAB SOME EXTRA DOUGH!*

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# MYTH: Sponsorship is scary!



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# TRUTH: Sponsorship rocks

- It builds relationships – sponsors are like friends!
- Creativity is key! When was the last time us Fair people didn't do something FUN?
- Allows a company to reach a large audience all at one event
- It's an opportunity to make a difference and solve problems

# Simple Facts

- Passion is a key selling point of any sponsorship
- You know more about the Fair than your sponsor does
- Its all about them... as much as its about the Fair... its about the sponsor
- You don't ask? You don't get.
- Sponsorships take TIME

# YOU'RE A POTENTIAL SPONSOR...

What do you want to see?

How do you want to be treated?

What makes you “tick”?

What drives you crazy?

What do you want to hear?



# Sponsorship Definitions

- ❖ Traditional Sponsorship
  - Provides financial support to an organization with the expectation to gain exposure and get something of value in return (tangible assets)
- ❖ Philanthropic Support
  - Gifting financial support to an organization to further the organizational mission or project with no expectation to receive tangible assets in return
- ❖ Donation
  - Providing goods, services, time, support, or gift to enhance the greater good of the organization with no expectation to receive tangible assets in return, also does not expect items to be returned
- ❖ Advertisements
  - Paid public announcement with specific criteria for exposure placed through a multitude of mediums including print, billboards, social media, radio

# Fact Finding – Get them to talk

- What does the sponsor want to get out of the partnership?
- What is important and not important for them?
- What kind of investment they would be willing to consider
- Know Timelines
  - Proposal Review
  - Acceptance of Sponsorship
  - Deliverables – tickets, etc



**PLANNING  
IS NOT  
OPTIONAL**



# Proposal Tips

- Include top line information about the Fair
- Pitch three (3) tiered opportunities
- Include **details** of what the sponsor will receive
  - Number of tickets
  - Advertising inclusions
  - Signage placements
  - Attendees reached
- Photos for support where appl



# Pricing Guidelines

- Fair Market Value based on other sponsorships
- Tiered systems based on current investments
- Don't give away the farm
  - Ticket values
  - Space value
  - Hard costs
- Profit margins should be about 50%

# After the Pitch

- Follow up – ALWAYS FOLLOW UP
  - Timeline
  - Communication style – email, phone, face to face
- Don't get discouraged
- If they say no, invite them to the event!



# Sponsorship Execution

- Doing what you say you are going to do
- Understand timelines as they pertain to execution
  - Creating Signage
  - When does the sponsor expect tickets by
  - Promotion of Sponsorship (if promised)
- Team Approach
- Use your CONTRACT as a guide

# THE FAIR IS OVER!

Now what do we do...





# The Fair is over!





# Sponsorship Recaps

- Make sure you show them you did what you said you were going to do – recaps
- Send a copy of all of the following
  - Ads – print, online, social
  - Collateral Materials
  - Radio & TV spots
  - Facebook, Twitter, Instagram posts
- Ask what could be better
- Great time for upselling sponsorships

# Post Fair Connections

- Start courting new sponsors right after the Fair
- Ask sponsors to renew right away
- A personal THANK YOU to smaller sponsors – note, letter, etc.
- Send Thanksgiving or Valentine Cards
- Have a Post-Fair celebration and invite all of your sponsors



# SPONSORSHIP IDEAS

Let's learn from our friends!



# Sponsorship Trends



- Customer rewards programs
- Employee engagement programs
- Offering “money can’t buy” experiences
- Activations – giving people things to do at the Fair
- Social Media and mobile interactions

# Sponsorships... Solve Problems



- ❑ Dirty Cars in parking lots
- ❑ Lack of seating and shade
- ❑ Hot days or Cold Nights
- ❑ FOMO
- ❑ Repairs and Clean Up Efforts

# Sponsorships... Create Excitement

- Surprise promotions
  - - Admission Deals
  - - Ride Discounts
  - - Special Vendor Discounts
- Social Media Contests
- Special Experiences
- New and Fun Events
- Additional Prizes and Awards

# More Sponsorship Ideas



- Vote for your “favorite” fair something
- Catch a Cow Contest
- Fair Clean Up Day – Volunteers from Sponsor
- Fair Fun Run
- Day Sponsorships

# MAKING IT ALL WORK...

Helpful things to remember...





# Keeping it simple

- Get a game plan – work together
- Build and develop that relationship – find out what kind of cookies they like
- Be Real. Be Genuine.
- Find a way to make things happen
- Treat sponsors like you want to be treated



SPONSORSHIPS ARE COOL.

EMBRACE THEM.

