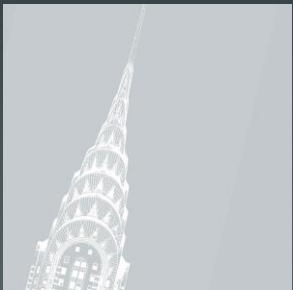


Sponsorship Basics

The Journey from Sales to Activation to Renewal

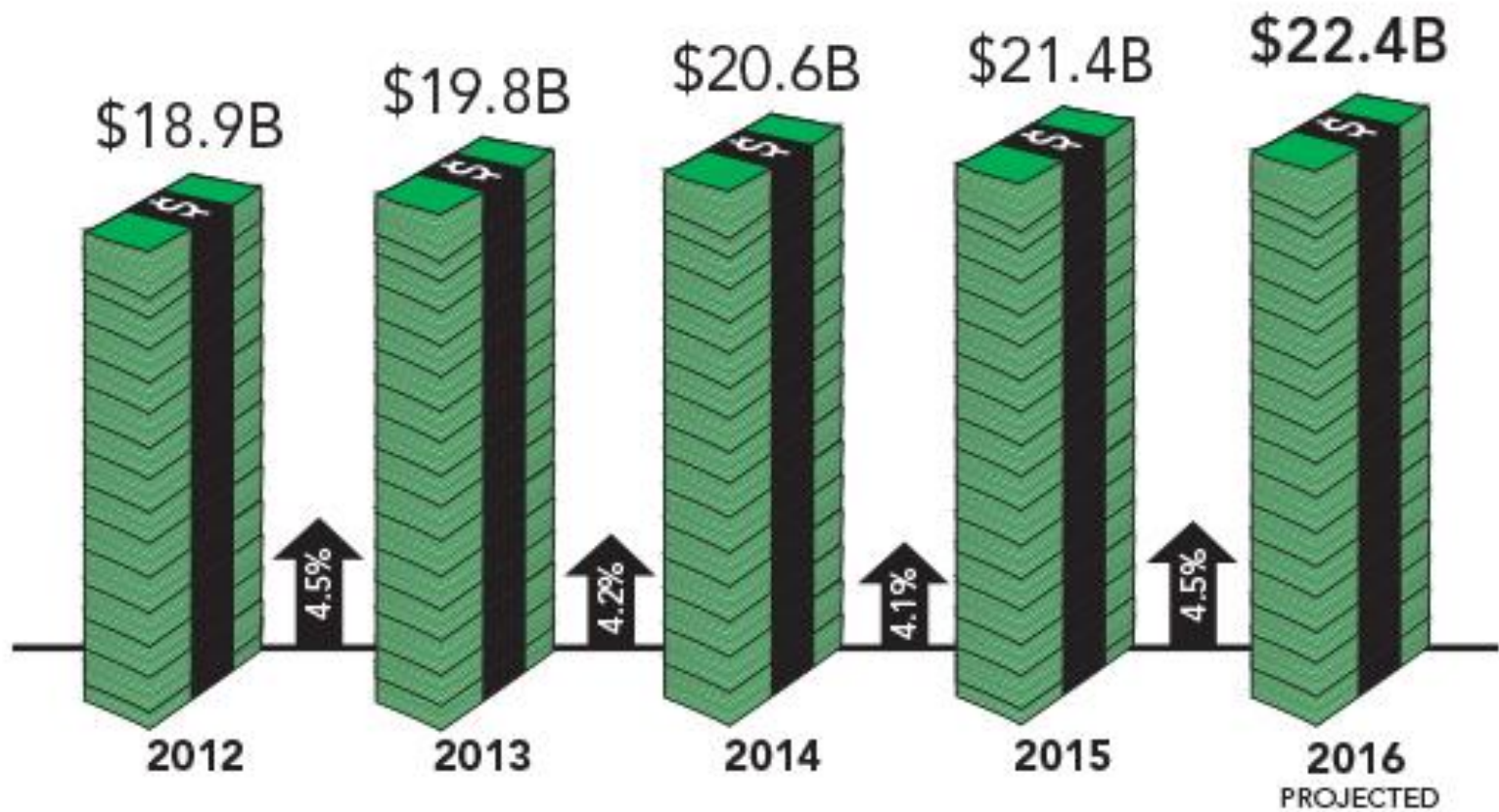


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Goals for Today

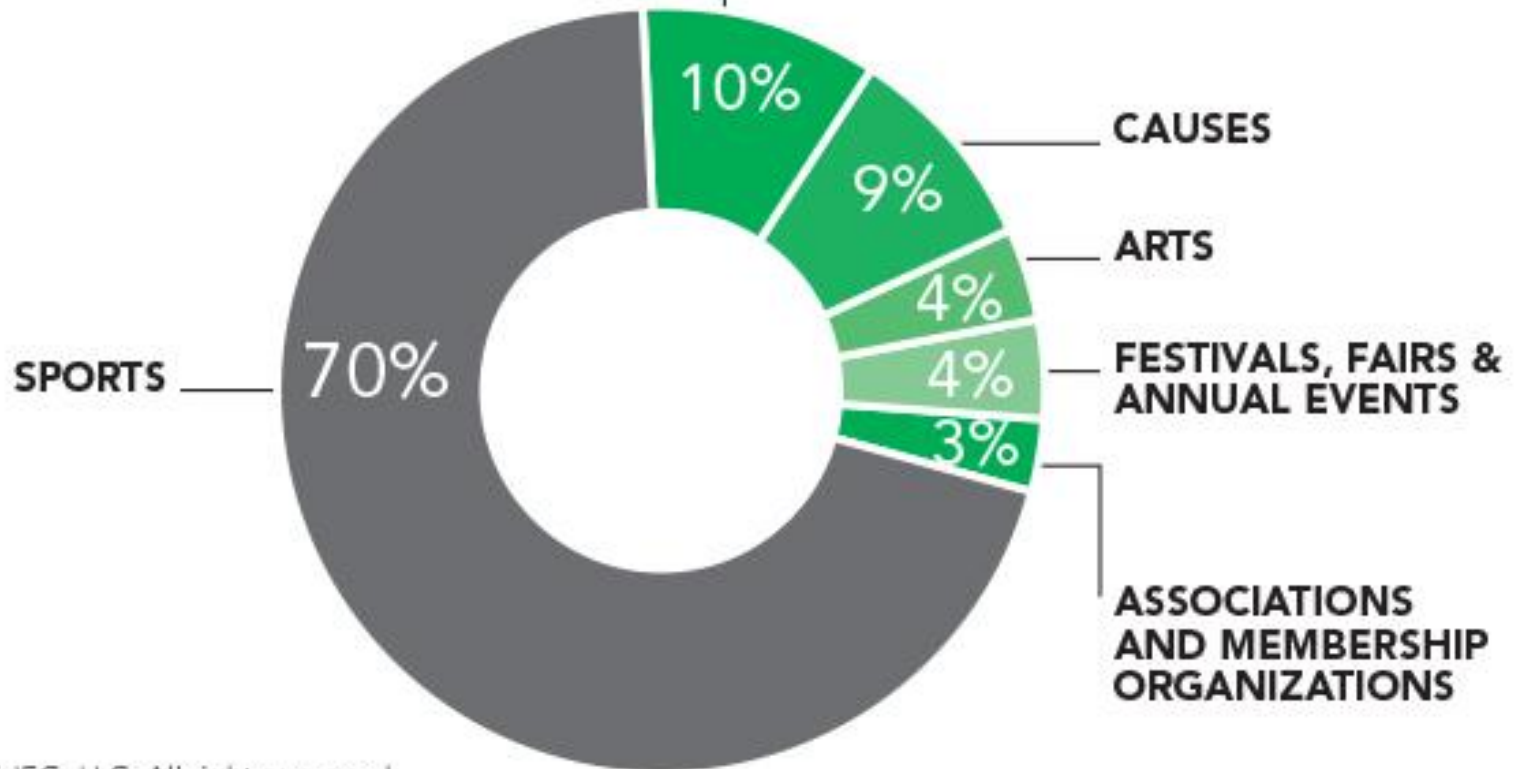
- ✓ Review the Basics of Sponsorship
- ✓ Explore Sponsorship Sales
- ✓ Brief discussion of Valuation
- ✓ Define Activation
- ✓ Q&A





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ENTERTAINMENT



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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



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?



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



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

| Medium | Value per impression |
|----------------------|----------------------|
| Print Advertisements | % of Cost |
| Print Materials | .01¢ |
| Banners/Signage | .02¢ |
| Announcements | .01¢ |
| Social Media | .005¢ |
| Digital | .005¢ |
| Divide All by 2 | |

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



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?



Always
Think
RENEWAL



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



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 and
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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