

## **IAFE – Institute of Fair Management – Sponsorship II Course**

### **SCENARIO 1 – PARTNER A:**

**Organization Information:** You are a new bank in town! You have a small, local staff of 15, and they love everything about their community. They are thankful to have jobs, but have many outside interests as well.

**Your personal info:** You just moved here to be the manager of the bank with your spouse and twin children – one boy and one girl, age 8. You came from “the big city” so you are not sure about living in a smaller town. You are active, and like to hike, bike, and explore, but big events aren’t your thing... You are somewhat reluctant to be “the face” of your Bank, but it was a fabulous opportunity for your family and your career. You remember going to Fairs as a little kid, and thought they were a little hokey.

**Goals of the Bank:** Get involved in community, get your name out there. Try to support anything and everything that comes your way.

**Budget for sponsorships:** Overall, you can spend whatever you want to make the splash, but it has come down from the corporate office to not spend more than \$25,000 TOTAL in the local market. The corporate office feels like you can be a BIG sponsor at most small events with this budget.

**Your thoughts on sponsorships:** You like them! You would also prefer to spend a little extra money in certain places so you wouldn’t be committed to working too many events, yet you can still make a big splash and stay within budget.

**What you need out of sponsorships:** Large signage, some media exposure/hype, a 10’ x 10’ space to hand out Bank-branded materials, and tickets for all of your employees.

**Timelines:** You like to get things done QUICKLY and make gut decisions. So, you like to see sponsor proposals in less than a week. You also make decisions very quickly, and prefer email communication to receive the proposal, but like to award sponsorships face-to-face.

**Competition:** There are 3 other banks in town, all of whom have been around for the last 30+ years. Two banks are active in very small ways in the local community, and the largest and most prominent bank in the area, Big Bank, (the whole reason your bank came into this community to begin with), supports everything, and their president knows EVERYONE in town.

**What you sponsor in other communities:** The rivalry high school football/basketball games, music in the park, and the Firemen’s Picnic. You have NEVER sponsored a Fair.

## SCENARIO 1 – PARTNER B:

**You are selling your current Fair! You know your stuff! Always remember these key points:**

- Name of your Fair
- Attendance Information
- Entertainment & Attraction Highlights
- Special “things” that make you stand out from the rest of the community events
- You LOVE your Fair – show them your passion!

**Sponsorship Category Competition:** Big Bank in town sponsors the Fair! They are the title sponsor to the Demo Derby, which is the largest attraction at your Fair, and they pay \$6,500 for the title rights, a private VIP area for 50 for the Derby, and receive 100 tickets to the Fair which they give to their employees and clients. They have sponsored you for over 10 years. They are NOT exclusive. Big Bank is not interested in doing anything different since they LOVE what they do with your Fair. You are fearful of having New Bank sponsor, but know the Fair would significantly benefit from their sponsorship.

### **Your Sponsorship Options for the NEW Bank in Town:**

*Social Media Contest - \$2,000 sponsorship fee*

- Sponsorship of a month long social media contest to give away 30 pairs of tickets to the Fair (cost of tickets is covered by sponsorship)
- Includes exposure on Facebook (3,400 likes)
- Fair would execute all aspects of the Social Media Contest
- Does NOT include on-site signage since the contest is before the Fair
- Does NOT include space on-site for activation
- Sponsor would receive 20 admission tickets for their employees

*Entertainment Stage Sponsor - \$6,500 sponsorship fee*

- Title sponsor of the large entertainment stage during the Fair – includes 3 nights of large, local bands
- Private VIP area to hold 20 people each evening
- On-site signage at the Stage, and throughout the grounds
- Inclusion in advertising promoting the Fair on radio and social media
- Opportunity for 10' x 10' tent each night of entertainment (would not have to staff all day if they don't want)
- Sponsor would receive 50 admission tickets for their employees

*Day Sponsor & Retail Ticket Outlet: \$7,500 sponsorship fee*

- Title sponsor of Friday of your Fair
- Opportunity for a 20' x 20' booth for the Friday of your Fair ONLY
- New Bank staff may hand out materials at all admission gates on the Friday of your Fair ONLY
- Advertising on all admission gates the Friday of your Fair ONLY
- Opportunity for the New Bank to sell discounted admission tickets EXCLUSIVELY at their location 30 days prior to the Fair
- Promotion of the Ticket Outlet where possible (radio, ads, social media) – this would be a NEW, much wanted endeavor for the Fair!

- Sponsor would receive 50 admission tickets for their employees