



INSTITUTE OF FAIR MANAGEMENT SPONSORSHIP 2

Presented by:
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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

POSSIBLE TYPES OF SPONSORSHIPS

- ❖ Title Sponsorships
- ❖ Presenting Sponsorships
- ❖ Participating Sponsorships
- ❖ Naming Rights Sponsorships
- ❖ Others?

PROSPECTIVE SPONSORS

- ❖ Categories
- ❖ Local Businesses
- ❖ Businesses launching new products
- ❖ New Business Openings in your area
- ❖ Local or regional divisions of large corporations
- ❖ Sponsors approaching YOU!

UNDERSTANDING YOUR CURRENT SPONSORSHIPS

- ❖ What sponsorship packages do you currently offer?
- ❖ What is the selling price for your highest profile sponsorship?
- ❖ What profit are you making off of your current sponsorships?
- ❖ Execution responsibilities

DEFINING YOUR AVAILABLE SPONSORSHIP INVENTORY

- ❖ Signage Opportunities
- ❖ Free and Paid Entertainment Stages
- ❖ Buildings
- ❖ Entertainment
- ❖ Kids Activities
- ❖ Special Events held during your Fair

DEFINING YOUR SPONSORSHIP ASSETS/BENEFITS

- ❖ Ticket Assets
- ❖ Special Event Tickets
- ❖ Signage
- ❖ VIP Areas / Seating
- ❖ Hospitality Passes / Areas
- ❖ Parking Passes
- ❖ Activation / Display Space
- ❖ Exclusivity

INTANGIBLE ASSETS

- ❖ Prestige of Property
- ❖ Audience Loyalty
- ❖ Category Exclusivity
- ❖ Ability to Activate
- ❖ Networking Opportunities
- ❖ Media Coverage Potential
- ❖ Established Track Record

HOW TO APPROACH A POTENTIAL SPONSOR

- ❖ Research the potential organization
- ❖ Attempt to find the RIGHT person
- ❖ Inside connections – who do you know in the organization?
- ❖ Cold Calling



NETWORKING — START A MEANINGFUL CONVERSATION



THE ACCIDENTAL CONVERSATION LOOP.

IT'S TIME TO SELL...





LET'S GIVE IT A TRY!



WHAT DID WE SELL?



WHAT DID WE LEARN?

WHAT I HOPE WE LEARNED

- ❖ Selling is a conversational process
- ❖ Everyone is different on how they need to be approached
- ❖ Selling starts through building a relationship
- ❖ You aren't just selling opportunity, you sell your event
- ❖ Passion is a key selling point!

CREATE A SELLING STRATEGY

- ❖ Create a list of prospective sponsors within your community
- ❖ Determine who is responsible for connecting with the sponsor
- ❖ Create an inventory list of sponsorable opportunities and price
- ❖ Communicate with your committee/team on progress



**PLANNING
IS NOT
OPTIONAL**

CREATING A PROPOSAL

- ❖ Overview of your Fair
- ❖ Overview of Sponsorship Opportunity
- ❖ Outline of detailed benefits offered with this sponsorship
- ❖ Identify price of opportunity
- ❖ You don't ask, you don't get!
- ❖ Delivery method of Proposal

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

SPONSOR RECAPS

- ❖ THESE ARE A MUST!
- ❖ Include some of the following
 - Photos
 - Screen Shots of anything digital (ads, social media)
 - Hard copies of Brochures, Ads, Posters
 - ROI Valuation where applicable
 - Overall Fair info – attendance, demos, numbers
- ❖ Shows you did what you said you were going to do!

SPONSOR VALUATION FORMULAS

- ❖ Tickets to Event/Fair – Face Value of Ticket x # of tickets
- ❖ Sponsor Bounceback on Tickets - \$.03 per ticket
- ❖ Sponsor inclusion in program book - \$.02 per brochure
- ❖ Included Sponsor Ad in program book - \$.03 per book
- ❖ Signs with sponsor logo - \$.005 - .01 per sign x # of attendees
- ❖ PA Announcements
 - General Announcements - \$.003 x # of attendees
 - Specific, to Target Audience - \$.02 x # of attendees
- ❖ Running Commercials on Digital Boards/Grandstand
 - \$.06 x # of attendees x # of times spot ran

SPONSOR VALUATION FORMULAS

- ❖ Inclusion in E-Newsletter - \$.04 per subscriber to email
- ❖ Website Inclusions - \$.05 per unique visitor to website
- ❖ Dedicated Paid Media
 - Give sponsor information on # impressions and spend
- ❖ Earned Media – up to 10% of value of inclusion
- ❖ Social Media Posting - \$.008 x # followers
- ❖ Social Media Contesting - \$.25 x # followers
- ❖ Sampling/material inclusion
 - Inserts into goodie bags - \$.05 per bag distributed
 - Face to face sampling - \$.15 per person sampled

KEEPING RELATIONSHIPS STRONG

- ❖ Remember to thank your sponsors following the Fair
- ❖ Keep in touch
- ❖ Be unique, genuine and transparent
- ❖ Involve sponsors in activities outside of the Fair
- ❖ Consider current sponsors for unique opportunities first!





QUESTIONS?



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