

Auditing Events for Sponsorship

Presentation Outline I

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I. Introduction & Overview

II. What is a sponsor?

Sponsor: An entity that pays a property for the right to promote itself and its products or services in association with the property.

Sponsorship: The relationship between a sponsor and a property, in which the sponsor pays a cash or in-kind fee in return for access to the exploitable commercial potential associated with the property. *Ref: IEG*

(See Attachment 1 for Glossary)

*Marketing
Partnership*

III. Seven Mistakes & Myths of Selling Sponsorships

- A. Sponsorship sales is fundraising
- B. Sponsorship fees should equal the cost/expense of the of asset
- C. Selling off an event piece-by-piece generates the most revenue
- D. Sponsors are most interested in exposure
- E. Sponsor category exclusivity is generally not that important
- F. Gold, Silver & Bronze are popular sponsor levels with corporations
- G. Sponsor sales is a loathsome responsibility

V. Assessing Your Events Assets

A. Conducting an "Inventory" of your event

It is essential to know what the most basic components of your event are, owned or controlled by you, which can be provided as writes and benefits to sponsors

(See Attachment II for Sample Inventory Worksheet)

1. Event Stats:

- a. Dates, Location
- b. Audience Size
- c. Audience Profile
(See Attachment III for Sample Audience Survey)
- d. Venues
- e. Special Attractions
- f. Membership
- g. Volunteer Programs
- h. Board of Directors

2. Marketing/Media/Promotion
 - a. Media Exposure
 - 1) advertising expenditures & mix
 - 2) co-sponsor promotion
 - 3) PR/publicity coverage (historic)
 - b. Collateral Materials
 - 1) publications
 - 2) programs
 - 3) maps
 - 4) posters
 - 5) brochures
 - 6) banners/signage
3. On Site Assets
 - a. Commercial Displays
 - 1) Sampling
 - 2) Demonstrations
 - 3) Couponing
 - b. Signage/Recognition
 - 1) Banners
 - 2) Fencing
 - 3) Marquee
 - 4) PA Announcements
4. Hospitality
 - a. Event Admissions
 - 1) Tickets/Passes
 - 2) Special Parking
 - b. Special Hospitality
 - 1) Special VIP Areas
 - 2) Private Receptions
 - 3) Black Tie Dinners
 - 4) Previews
 - 5) Golf/Tennis
 - 6) Lodging
5. Other Assets
 - a. Mailing Lists
 - b. Merchandise
 - c. Web Sites
 - d. Research

6. Determine Your Controlled Assets:

Every organization is comprised of a number of public or private events, activities, etc. which it owns or controls. These are considered "assets" which, when identified and packaged, become the basis for sponsorship deals. They can be broken down into six basic categories:

- a. **EVENTS:** including fairs, festivals, concerts, black tie dinners, sporting events, dress rehearsals, opening galas, etc.
- b. **SERIES:** such as performing artist series, noontime concert-in-the-park programs, Racing series, theater packages, etc.
- c. **PROGRAMS:** for example annual awards, volunteer programs, artist in residence clinics, telephone hotlines, special membership benefits
- d. **ATTRACTIONS:** special limited opportunities such as traveling exhibits, festival stages, team appearances, displays, etc.
- e. **CELEBRITIES/PERSONALITIES:** includes marching bands, sports teams, performers, celebrity spokespeople, musicians, media stars, etc.
- f. **VENUES:** physical locations such as museums, exhibit halls, galleries, grandstands, exhibition sites, auditoriums, sports complexes, info booths, etc.

4. Create your event's "parts list"

- a. Write it down
- b. Organize by category
- c. Is everything there?
- d. Have others review
- e. Plot onto matrix

Assembling and Valuing Rights Packages

Presentation Outline II

I. Creating Compelling Sponsor Packages

A. Determining Level & Types of Sponsorship

1. Philosophical Issues
 - a. Unacceptable Categories

2. What is your event willing to “sell-off?”
 - a. Complete name integration?
 - b. Change event name?
 - c. Sponsor’s logo *over* event name

3. Typical Levels
 - a. Top Tier
 - 1) Title (Sponsor name-integrated?)
 - 2) Presenting Levels
 - b. Second Tier
 - 1) Associate
 - 2) Supporting
 - 3) Contributing
 - c. Official Suppliers
 - d. Media Sponsors
 - e. Donor Categories

4. Proprietary Assets (Assets sponsor can “own”)
 - a. Venues
 - b. Programs
 - c. Days
 - d. Acts

B. Types of Rights

1. Exclusive Rights
 - a. Available *only* to top sponsor(s) *exclusively*

2. First Rights
 - a. Sponsor receives the first opportunity to select a specific asset or opportunity as their own

3. General Rights
 - a. Received by all sponsors
 - b. Vary by quantity

C. Packaging Rights & Benefits by Level

Given the types of sponsorship level, the next step is to determine what specific rights and benefits to assign at each level. Please be sure to note those rights and benefits that are not for sale or that require out-of-pocket costs to be covered by the sponsor.

(See Attachment IV: Rights & Benefits Packaging Template)

1. Terms
 - a. Level
 - b. # at Level
 - c. Exclusivity?
 - d. Multi-year
 - e. Renewal Options

2. General Rights
 - a. Right to use event name/trademarks
 - b. Name incorporated into event
 - c. Sponsor colors incorporated into event graphics
 - d. Granted "preferred provider" status
 - e. Right to sell third party sponsors in approved categories

3. Media Rights
 - a. Guaranteed Advertising ID
 - 1) Print
 - 2) TV
 - 3) Radio
 - b. Promotional Advertising
 - c. ID in Press Materials
 - d. Participation in media events

4. Promotional Rights
 - a. Collateral Materials (Printed & digital)
 - 1) ID on Event Stationary
 - 2) Poster ID → what is location & size
 - 3) Brochures
 - 4) Site Maps
 - 5) Tickets → "Bounce-back" coupon on hard-stock
on-line printable ticket

- 5. Digital & Social Media
 - a. Website
 - 1) Home page ID
 - 2) Ad on web site
 - 3) Hot link to sponsor's web site
 - 4) Editorial Coverage
 - b. Social Media
 - 1) 80/20 rule
 - 2) Opportunity to submit "content rich" posts

→ should be maintained w/ky or daily

Pillar Ads

"Footer"

ex: name of mainstage

} Relevant

20% → Promotional

- 6. Publications (Printed & digital)
 - a. Event Program
 - 1) Cover ID
 - 2) Interior ID
 - 3) Editorial
 - 4) Ad (What size?)
 - b. Newsletters
 - c. Annual Report

- 7. Use of Mailing Lists
 - a. Membership
 - b. Attendees
 - c. Volunteers
 - d. Exhibitors
 - e. Donors
 - f. Sweepstakes Entries
 - g. Borrowed Lists

- 8. On Site Rights
 - a. Signage
 - b. Exhibition Space
 - c. Audio Announcements
 - d. Sales/Vending

Banner Location crucial
--> save best spaces for sponsors

Sponsor names are

Pre-recorded for
Audio Announcements

- 9. Merchandise/Premiums
 - a. Apparel
 - b. Novelties
 - c. Recordings
 - d. Premium Items

10. Hospitality Benefits

- a. Tickets/Parking
- b. Special Receptions
- c. VIP Areas
- d. Hotel/Travel
- e. Celebrity Appearances

II. Determining the Value of Your Sponsor Package

A. Do's & Don'ts

1. Determine "Value" not "Cost"
2. Your cost or expense is NOT relevant
3. This process is for internal use only
4. Use realistic numbers – Don't over or under-inflate

B. Valuation Factors

1. Tangible Value: Quantifiable value of benefits provided
2. Intangible Value: Qualitative value of being associated with the event
3. Market Value: What the market will pay

III. Tangible Value

A. Measurements

1. Quantify according to market value, not cost
2. Use percentages of cost
3. Guaranteed advertising value (ref. Standard Rate & Data)
4. Cost/1,000 for sampling, exposure, mailings (ref. IEG workshops)
5. Cost of program ads
6. Cost of hospitality

B. Typical Quantifiable Benefits

1. Signage Exposure
2. Exhibit Space
3. Sampling Rights
4. Audio Announcements
5. ID in Event Ads
6. ID in Event Materials
7. ID on Apparel
8. Program ID and ads
9. Website Rights
10. Mailing Lists
11. Event Tickets
12. VIP Hospitality

C. Industry Valuation Standards

On-Site Interaction

- ▶ Direct Sampling: \$.15 - .25/sample
- ▶ Static Display: \$.05 - .1/impression
- ▶ Exhibit Space: \$.15/attendee or at premium rack rate

On-Site Signage/Recognition

- ▶ Principal Banners: \$.01 - .03/impression (based on size, location)
- ▶ Secondary Banners: \$.0025 - .0075/impression (based upon size, location)
- ▶ Co-branded Asset Signage: \$.01 - .025/imp. (based upon location & exclusivity)
- ▶ LED/Video Signage: \$.01 - .02/impression (Includes PowerPoint Screens)
- ▶ PR/Verbal Announcements: \$.004 - .0075/impression
- ▶ Opportunity to speak/intro. \$.01 - .05 (based on attention/desirability of audience)

Website/Digital/Social Media

- ▶ Logo and/or link: \$.005 - .015/unique visit
- ▶ Banner ad: \$.015 - .035/unique visit (based upon size & placement)
- ▶ Co-Branded content: \$.03 - .04/unique visit
- ▶ Other prominent exposure: \$.05 - .12 (integration into video, podcast, webcam)
- ▶ E-newsletter content/offer: \$.03 - .0425/address (increases if subscription-based)
- ▶ E-blast or direct mail offer: \$.0275-.035/address (increases if opt-in)
- ▶ Social Media content: \$.05 - .15/delivered post
- ▶ SMS (Text) Message/Offer \$15 - \$25/mobile number

Media & Communications

- ▶ Logo in Media Advertising: 5% - 10% of total rate card value
- ▶ ID on Brochure/Flyer/Poster: \$.03 - .0425/impression (based upon size & placement)
- ▶ Logo on Merchandise: \$.0075-.035/impression
- ▶ ID on Tickets: \$.0025 - .05 (if includes bounce back coupon)

Official Programs/Publications

- ▶ ID in Program Cover \$.035 - .05/impression (based upon size & placement)
- ▶ ID within Program \$.0075 - .03/impression (based upon size & placement)
- ▶ Program ad: Retail placement rate (Based upon comparable circ.)

Other

- ▶ Mailing Lists: \$0.12-18/name
- ▶ Hospitality: Face value of tickets/admission
- ▶ VIP Hospitality: Value based upon quality/exclusivity of experience

Source: IEG and other industry sources

IV. Intangible Value



A. The Importance of Intangibles

The true value of an event does not begin to become apparent until the intangible assets are weighed. Often it is the intangible value of being associated with an event that has the greatest impact on the sponsor fee.

*Greatest impact
on what tickets can be sold*

B. Intangible Factors

- Rate each item on a scale of 0-10-

1. Prestige of Property

- a. Criteria: Value is created through property's brand equity. The brand - along with audience delivered, is the product a property offers. It is the image and philosophy a sponsor is buying. Key factors include heritage, authenticity, trust, uniqueness and tradition.

2. Recognition and Awareness

- a. Criteria: Value is created through promotion of the property's brand. Focus on increasing the likelihood that placement of property's marks and logos on packaging or in sponsor promotions will move more product.

3. Category Exclusivity

- a. Criteria: Create value by offering category exclusivity. More value is added the further it extends into the property and the more saleable categories it extends to. May not be appropriate in all cases, e.g. media.

4. Level of Audience Interest/Loyalty

- a. Criteria: Value is created through the audience's affinity for the property. If it is high, or at least higher than affinity for sponsor's brand, it will rub off to sponsor's product.

→ 5. Ability to Activate

- a. Criteria: Value is created through organizer's turn-key promotions that allow sponsors to engage the audience as well as their openness to sponsor's promotional ideas.

6. Degree of Sponsor Clutter

- a. Criteria: Value is created when property is kept as clean as possible so that each sponsor gets noticed. Look for proprietary programs and asset presentation opportunities.

7. Property's Susceptibility to Ambush/Gorilla Market
 - a. Criteria: Value is created in the degree to which the organizer excludes a competitor from buying into property benefits (e.g. accepts advertising in program or telecasts, purchasing exhibit space) and works to restrict or "police" competitors from ambushing or street marketing the property.
8. B2B Networking Opportunities
 - a. Criteria: Value is created in properties that have a high degree of interest and appeal to sponsors for hospitality and entertainment and provide opportunities for business-to-business, face-to-face interaction.
9. Media Coverage Potential
 - a. Criteria: Value is created when media is driven to event and can best be evaluated by past media interest.
10. Demonstration of Community Involvement/Cause Interest
 - a. Criteria: Value is created when involvement or association with the property has an altruistic end or is a demonstration of corporate citizenship, and is therefore regarded as positive and important by community or impacted constituents, thereby reflecting positively on and building affinity for the sponsor.
11. Established Track Record
 - a. Criteria: Value is created by properties that fulfill their agreements, delivering everything that was promised. Value is increased when properties over deliver.

Protect your Sponsors

Sponsor Reception!

Do you get "BUZZ"?

over-deliver

V. Sponsor Fee Formula

- A. $TV \times ITV\% \text{ (MP Filter)} = \text{Sponsor Fee}$
 1. Add up tangible value of benefits provided at a specific sponsor level
 2. Multiple the tangible total by the intangible percentage for the event
 3. Total the two and compare to the marketplace's ability to pay
 4. Set the sponsor fee

Creating Sponsorship Proposals That Sell Presentation Outline III

I. Ten Keys to Effective Proposals

- A. Customization, Not Preprinted
- B. Rifle shot, not shotgun prospecting
- C. Look for "natural fits"
 - 1. Customer
 - 2. Product
 - 3. Geographic
 - 4. Past sponsorship experience
 - 5. People
 - 6. Aggressive marketing efforts or competitive positions
- D. Do Your Homework - Use the Internet, Annual Reports, Assessment Interviews
- E. Take on Your Sponsor's perspective, not yours
- F. Fulfill Their Objectives
- G. Find the "fit" between their customer and your attendee
- H. Sell Benefits, not Features
- I. Speak Their Language "Market-ese"
- J. Sell Value not price

*Look at all prospects in their category → who's aggressive? → what are they capable of? **

*who's creating "buzz" for themselves? **

*Put forward what they want not what you want. → fulfilling their objectives (Benefits them) **

II. Creating a Proposal that Sells (Use the 6 "Cs")

- A. Content
 - 1. Executive Summary (Page one or cover letter)
 - 2. Event Overview
 - a. Paint a colorful picture of the event
 - b. What, When, Where
 - c. Who
 - d. How, Why
 - 3. Highlight Bullets
 - 4. Audience Profile
 - 5. Sponsorship Opportunity
 - 6. Rights & Benefits
 - a. Level, Naming Rights, Exclusivity
 - b. Telecast- Related
 - c. Advertising & Media Benefits
 - d. Promotional Benefits (collateral)
 - e. On Site benefits (signage, sampling, etc.)
 - f. Direct Marketing (mailing lists)
 - g. Hospitality (tickets, parking passes, receptions, etc.)
 - 7. Sponsorship Fee & Terms
 - 8. Conclusion, Call To Action & Thank You

Southern AZ Business Journal

Informational Interviews w/out proposal ↓ General Discussion

their key objectives - marketing

Mind set: "What can we do to help sponsor?"

**The value they are receiving, not what it is costing them*

B. Conciseness

1. Assume they will give it an initial five minute review
2. Use bullets when possible
3. Clear, concise writing, short paragraphs (not a creative writing class)
4. One Page Executive Summary with fee
5. Three - five pages total
6. FEW additional handouts (don't give tons of clippings, brochures, annual reports, photos, etc.)

less is more

or no hand-outs no link on PDF

C. Customization

1. Don't use preprinted, "universal" proposals (bad examples)
2. Use the information you've learned from your homework
 - a. Marketing campaign themes
 - b. Use their words, restate what you've read ←
 - c. Re-articulate their Community/Employee focus ↵
 - d. Audiences/Customers
3. How might they use your event to fit into their ongoing activities
 - a. Sales & Marketing programs
 - b. Special promotions
 - c. Community Service activities
 - d. Employee programs
4. Create specific sample ideas

but okay on cover-page

EX: Mercedes sponsor "all Mercedes drivers receive free valet parking"

"You can do this... at the event"

D. Creativity

1. Look outside the square
2. If you don't have an asset that fits your sponsor, create one
3. Can you create special cross promotions between your sponsors
4. Brainstorm ideas and uses for their sponsorship/how you can increase its impact on their customers

Create asset that benefits attendees through sponsorship.

E. Cost

1. Don't be apologetic or sheepish!
2. Don't give a price range!
3. Position it as an investment not an expense or contribution!
4. Don't sell off pieces of the sponsorship a la cart
5. Ask for deposit with signed deal
6. Give payment dates for balance

1 month prior

F. Call To Action

1. Restate value, benefit
2. Ask for agreement → *The "trial close" → so what do you think? what works best for you? etc...*
- *3. Set deadlines Keep in driver's seat - You'll call them back on (date)

Do not take contract with you.

Sponsor Service & Fulfillment

Presentation Outline IV

I. Sponsors Service Assures Success

- A. Harder to find a new sponsor than keep an old one
- B. Work doesn't end with the contract, it begins*
- C. It's YOUR job to make sure they take advantage of sponsorship
- D. Need to move your sponsor beyond "booths & banners" → Event Managers

II. Ten Steps to Successful Sponsor Service

A. Assign a Point Person

1. Need someone to focus on "care & feeding of sponsors"
2. May not be the person who "sold" the sponsorship
3. Exclusive or significant part of their job
4. Staff vs. Volunteer function
5. Skill sets
 - a. Customer service oriented
 - b. Organized, detail person
 - c. Good communicator
 - d. Sponsor advocate and resource person
 - e. Problem solver

B. Create an Internal Fulfillment Program

1. How will you keep track of sponsor benefits fulfillment?
2. Create a Fulfillment Matrix → computer or hardcopy → what works best for you.
 - a. Contact info
 - b. Level
 - c. Logo/trademark → make sure it is the most recent/updated
 - d. Ad & Promo benefits & deadlines
 - e. On site benefits
 - f. Hospitality benefits
3. Check the details and check again

C. Help Sponsor develop "Activation" Plans

1. Taking sponsorship to next level
2. Use creativity
3. Activities that give their sponsorship "legs"
4. Cross promotions with other sponsors.
5. The more involved and proactive a sponsor is with your event, the more likely they are to renew
6. Don't ignore activation costs – Who is responsible?

~~usually~~ usually sponsors pay directly → SPONSOR } can include in "package"

Tucson is "combat-driven" (last-minute)
implement sales before last 4 months
Deadline 8-4 weeks prior to event

7. Want to achieve the five-way impact test
 - a. Organic - *Related to character of event*
 - b. Relevant - *to Attendee*
 - c. Interactive/Experiential - *Brand experiences*
 - d. Wow effect - *Are people talking about it?*
 - e. Measurable (ROI) - *How many people did activity, registered etc...*

3 out of 5 → good
5 out of 5 → GREAT!!

D. Communicate, Communicate, Communicate

1. Be clear
2. Be timely
3. Don't assume (especially that things haven't changes since last year)
4. Make it easy to respond
5. Set clear and reasonable deadlines → esp for Ads
6. Send reminders but don't badger

voting feature in Microsoft Outlook

↓
ex: beefor chicken, jersey size etc...

↓
have "wiggeroom" (1 week good)

E. Conduct a Sponsor Clinic

1. Invite all sponsors
2. 1-3 months before event
3. Provide food
4. Agenda
 - a. Introductions
 - b. Event Update
 - c. Site Plan/New Features
 - d. Marketing/Advertising Plans
 - e. Media partners
 - f. Activation/Promotional Brainstorming
 - g. Distribute materials, tickets, etc.
 - h. Housekeeping details

"CROSS-pollination"

include 5-way impact "wow factor"

(Deadlines not appropriate in Proposal) or in Agreement letter

Sit-down breakfast brunch/lunch

F. On Site Management

1. This is where the rubber meets the road
2. Be there for set-up
3. Help (provide labor) with set-up/tear down
4. Trouble shoot and resolve problems
5. Assure banners are up
6. Emcee has proper recognition script
7. Cater to their needs - Sponsor care bags & water
8. Over deliver on service!

best, not happy hour ↓ less effective

G. Immediate Follow-up

1. Have thank you ready to be in mail within 48 hours
2. Call within five days for immediate thoughts, comments and concerns
3. Respond to issues in a timely manner

Have Attendance #s in msg.

↓ identify issues FIU to FIX.

H. Prepare a Post Event Report

1. Serves as documentation of their experience
2. Key tool in renewal
3. Contents (See Attachment V: Post Event Report Contents Outline) → Power Point

I. Conduct a Post Event Meeting

1. Contact within 6 – 8 weeks
2. Serves as renewal "sales pitch"
3. Review Post Event Report

J. Stay In Touch

Don't only contact when you need them.

- B-day/holiday
- Lunch for fun
- fam. problems
- if in news or some event

congratulate them

- "like" them on fb

Be Genuine!

Thank you for your time and attention today!

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Reserve Asset for next year

→ can incl. radio spots, photos events around booth

print own logo & sponsor name on

"thumbdrive"

≈ \$4.50/incl.

all printing etc...

(Bill clients)

calculate attendance to free/open events

- "vehicle count"

- aerial shot

- tracking consumables (weather impacted)

- turn-style entrance w/ "clicker" → volunteer/staff

Don't "shoot yourself in the foot" by figuring high "embellishments"

Attachment I: Sponsorship Glossary

Asset: A resource or advantage owned or controlled by a property.

Category exclusivity: The right of a sponsor to be the only company within its product or service category associated with the sponsored property.

Cause marketing: Promotional strategy that links a company's sales campaign directly to a nonprofit organization. Generally includes an offer by the sponsor to make a donation to the cause with purchase of its product or service. Unlike philanthropy, money spent on cause marketing is a business expense, not a donation, and is expected to show a return on investment.

Cosponsors: Sponsors of the same property.

Cross-promotions: A joint marketing effort conducted by two or more cosponsors using the sponsored property as the central theme.

Event marketing: Promotional strategy linking a company to an event (sponsorship of a sports competition, Dance Company, etc.). Often used as a synonym for "sponsorship." The latter term is preferable however, because not all sponsorships involve an event, per se.

In-kind sponsorship: Payment (full or partial) of sponsorship fee in goods or services rather than cash.

Licensing: Right to use a property's logos and terminology on products for retail sale. *Note: While a sponsor will typically receive the right to include a property's marks on its packaging and advertising, sponsors are not automatically licensees.*

Philanthropy: Support for a nonprofit property where no commercial advantage is expected. *Synonym: Patronage.*

Property: A unique, commercially exploitable entity (typically in sports, arts, events, entertainment or causes). *Synonyms: Sponsee, Rights Holder, Seller.*

Right of first refusal: Contractual right granting a sponsor the right to match any offer the property receives during a specific period of time.

Rights: Assets that are assigned to a sponsor as a benefit of sponsorship. Generally comprised of exclusive rights, first rights, and general rights.

Sponsor: An entity that pays a property for the right to promote itself and its products or services in association with the property.

Sponsorship: The relationship between a sponsor and a property, in which the sponsor pays a cash or in-kind fee in return for access to the exploitable commercial potential associated with the property.

Attachment II: Property Inventory Worksheet

Property Asset	#	Value	Site/Reach	Comments

Attachment III: Sample Audience Survey

Will you take a few minutes to tell us about yourself and your thoughts about our event? We'll use this information to make future improvements to the programs and events produced by the (Event). Thank you!

About Yourself...

Gender: Male Female **Marital Status:** Single Married/Partner

Age: Under 18 18 -24 25 -34 35 - 44 45 - 59 60+

Number in your party attending event:

Children under 13, Children 13 - 18, Adults

Level of Education: (Please check most applicable)

Some High School High School Graduate Some College
 Undergraduate Degree Some Post Graduate Work Graduate Degree

Ethnicity

African-American Caucasian Hispanic Asian Native American Other

Vocation:

Agriculture Business Owner Trades/Technical Office/Clerical Educator
 Sales/Marketing Retired Homemaker Executive/Manager Professional
 Food Service Student Military Self Employed Retired
 At Home Mom/Dad Other _____

Estimated Combined Household Income:

Under \$34K \$34K - \$59K \$60K - \$89K \$90K - \$109K More than \$110,000

Residence: Own Rent **Your Zip Code:** _____

Thank You!

**Please place completed form in survey boxes located at all exits
or return by mail to ...**

Attachment IV: Rights & Benefits Packaging Template

Presenting Sponsorship of (Name) (Event)

- Sponsor name receives exclusive, Top-level Presenting “above the name” marquee status (e.g. **(Company) presents (Event)**)
- You are guaranteed dominant presence to a live audience estimated to exceed (anticipated attendance) people

Category Exclusivity

- Lock out your competitors by becoming the only business in your industry promotionally associated with (Event)
- Use of (Event) logo statewide through end of year

Media Coverage

- Logo or audio recognition in all paid and media partner promotional advertising from media partners valued at \$(Value):
 - ◆ (Newspaper) Logo ID in 250 column inches of display advertising valued at (Value)
 - ◆ (Television) (audio and visual recognition) in (#) spots valued at (Value)
 - ◆ (Radio) – Audio recognition ins (#) spots valued at (Value)
- Participation in Press Conference and Media Preview Day
- Exclusive Presenting Sponsor status in all press kits and general news releases
- One-month promotional window

On-Site Exposure

- Top-level, Presenting Sponsor trademark recognition with (Event) and its associated events and activities
- Logo recognition on Welcome Banner placed at (Event)’s main entrance
- Right to have ten (10) of your logo banners displayed within (Event) grounds
- Right to display inflatable
- Use of 20’x20’ exhibition booth space in premium traffic location to use to display, sample, distribute coupons, etc.
- Live hourly recognition by show’s narrator during day’s activities

Full Promotional Rights

- Top-level, Presenting Sponsor trademark recognition in all (Event) collateral promotional materials including:
 - ◆ Pre-sale tickets and entrance wrist bands
 - ◆ (#) promotional flyers
 - ◆ (#) posters distributed across region

Attachment IV: Rights & Benefits Packaging Template *(continued)*

Official Program

- Top level recognition in the (Event) Official Spectator Guide, with a circulation of (#?) copies distributed to spectators:
 - ◆ Logo recognition on cover
 - ◆ Presenting Sponsor logo position on interior sponsor recognition “marquee”
 - ◆ Full page, color advertisement with premium placement (\$? value)

Online & E-Marketing

- (Event) Website
 - ◆ Recognition on (Event)'s website, [www.\(Event\).com](http://www.(Event).com)
 - ▶ Trademark and link on home page
 - ▶ Trademark and 25-word company profile on Sponsor Page
 - ▶ Opportunity to provide content for (Event) social media outlets including Facebook Fan page, Twitter posts and blogs
- Mailing Lists
 - ◆ Two time (2x) email blast during year to (Event) (#) name email list of ticket purchasers (*Offer must be placed through organizer*)

Customer Relations and Staff Benefits

- VIP Hospitality package includes:
 - ◆ Twenty (20) VIP passes (providing credentials for access to Hospitality area) for each day of (Name) (Event)
 - ◆ Twenty (20) tickets to Friday Evening VIP reception
 - ◆ Ten (10) VIP Parking Passes per day
 - ◆ One hundred (100) General Admission Tickets to distribute to employees or use as a sales promotion
 - ◆ Opportunity to purchase additional General Admission tickets for 50% off retail price (limit: 500)
 - ◆ Opportunity to create special staff incentives and recognition programs with (Event)

Attachment V: Post Event Report Contents Outline

- ▶ Cover page with sponsor logo and event logo
- ▶ Executive Summary
 - Describe what happened
 - Dates
 - Attendance
 - Sponsors
 - Audience Profile
 - Promotional Highlights
 - Event Highlights
- ▶ Site Map
- ▶ Event Schedules
- ▶ Event Advertising (Newspaper/Radio/TV)
 - Placement Schedules
 - Media Logs/Affidavits → *lists when spot "runs"*
 - Samples of Print Ads
 - Radio Copy
 - TV Copy
 - Outdoor/Transit Ad Schedule & Photos
 - Supplement Sample
 - CD/DVD of Radio/TV Spots → *(can create logo(w/speaker) on powerpoint to click-on & play)*
 - Online samples & stats
- ▶ Collateral Materials
 - Souvenir Program
 - Posters
 - Brochures
 - Site Map
 - Volunteer Registration
- ▶ Press Coverage/Public Relations
 - PR coverage summary
 - Copies of news releases/press kit
 - Clippings (Color copies if needed)
 - Post Event TV clips on DVD
 - Online and Social Media Coverage

▶ Telecast

- Telecast Ratings
- Broadcast Billboards
- Commercial Schedule
- DVD

▶ Community Relations

- Beneficiaries
- Community Outreach Activities
- Donation Report
- Post-event congratulatory letters

▶ Research

- Audience survey results



▶ Video/Photos of event with captions depicting the following



- Overall Setting
- Participants
- Activities
- Sponsor Signage
- Other sponsor promotions (e.g. inflatables, displays, signage, etc.)
- Crowds
- Hospitality

Sample Sponsor Packaging Matrix

<i>Benefit</i>	<i>Title</i>	<i>Presenting</i>	<i>Associate</i>	<i>Supporting</i>	<i>Contributing</i>
General Terms					
Number Sponsors at Level					
Contract Term					
First Right of Refusal					
Category Exclusivity					
Right to use Event logo for term of contract					
Logo "Lock-up" 1st Position below Event Name					
Logo "Lock-up" 2nd Position below Event Name					
Presentation of Proprietary Asset					
Advertising Benefits					
Logo in Print Advertising					
\$Value @ 10%, 7.5% or 5%					
Logo ID in Newspaper Supplement					
Circ. X .002					
Logo ID in Television Ads					
\$Value @ 10% or 7.5%					
Name in Radio Spots					
\$Value @ 10%					
Recognition in Festival News Releases					
Advertising Subtotal	\$ -	\$ -	\$ -	\$ -	\$ -
Promotional Materials					
Logo ID in Promotional Postcard					
# x .025					
Logo ID in Promotional Flyer/Brochure					
# x .025					
Logo on Promotional Poster					
# x .025					
Materials Subtotal	\$ -	\$ -	\$ -	\$ -	\$ -
Event Program (#? circ.)					
Logo on Cover					
# x .025					
Opportunity to provide "Welcome Letter"					
# x .05					
Interior Logo Recognition on Sponsor Page					
# x .01					
Logo/Name associated with featured asset					
# x .005					
Program Ad					
Based upon rate card					
Program Subtotal	\$ -	\$ -	\$ -	\$ -	\$ -
On Site Benefits/Signage					
Exhibit Space					
Attendance x .15					
Logo on Exterior Entrance Banners (2)					
Attendance x .03					
Logo on Asset Banner					
Attendance x .03					
Opportunity to display banners					
Attendance x .03 = value/banner					
Audio Recognition by MC					
Attendance x .03					
Opportunity for Spokesperson to Welcome Crowd					
Attendance x .10					
On Site Subtotal	\$ -	\$ -	\$ -	\$ -	\$ -

Sample Sponsor Packaging Matrix

<i>Benefit</i>	<i>Title</i>	<i>Presenting</i>	<i>Associate</i>	<i>Supporting</i>	<i>Contributing</i>
Special Rights					
Recognition in Organization newsletter					
<i>Circ. x .10 = \$value/issue</i>					
Article highlighting sponsor					
<i>Circ. x .20 = \$value/issue</i>					
Recognition in Organization Annual Report					
<i>Circ. x .10 = \$100</i>					
Use of Mailing List					
<i># x .15 = \$value/use</i>					
Preferred Provider (e.g. Pouring Rights)					
Special Rights Subtotal	\$ -	\$ -	\$ -	\$ -	\$ -
Internet					
Logo on Home Page					
<i>Value</i>					
URL Link to Sponsor web site					
<i>Value</i>					
Hospitality Rights					
Admission Tickets					
<i>Ticket face value</i>					
Private Event Tickets					
<i>Assigned VIP Pass Value</i>					
VIP Parking					
<i>VIP Parking Value</i>					
Other					
<i>TBD</i>					
Hospitality Subtotal	\$ -	\$ -	\$ -	\$ -	\$ -
Total Tangible Value	\$ -	\$ -	\$ -	\$ -	\$ -
Intangible Value (60%)	\$ -	\$ -	\$ -	\$ -	\$ -
TOTAL SPONSORSHIP VALUE	\$ -	\$ -	\$ -	\$ -	\$ -
Prior Year's Actual Fee					
RECOMMENDED FEE					
Value Ratio					

Sample - Sponsor Packaging Valuation Matrix

Benefit	Title	Presenting	Associate	Supporting	Contributing
General Terms					
Number Sponsors at Level	1	2	4	9	3
Contract Term	1-3 year	1-3 year	1-3 year	1-year	1-3 year
First Right of Refusal	Yes	Yes	Yes	Yes	No
Category Exclusivity	Yes	Yes	Yes	Option	Yes
Right to use Festival logo for term of contract	Yes	Yes	Yes	Yes	Yes
Logo "Lock-up" 1st Position below Event Name	Yes	No	No	No	No
Logo "Lock-up" 2nd Position below Event Name	N/A	Yes	Yes	No	No
Presentation of Proprietary Asset	1st Option	2nd Option	3rd Option	4th Option	TBD
Advertising Benefits					
Logo in Print Advertising	1st Position	2nd Position	3rd Position	No	No
Value: \$12,000 @ 10% or 7.5%	\$ 1,200	\$ 900	\$ 600	\$ -	\$ -
Logo ID in Radio Ads	1st Position	2nd Position	No	No	No
Camera value at \$50,000 @ 10% or 7.5%	\$ 5,000	\$ 3,750	\$ -	\$ -	\$ -
Logo ID in Tribune Supplement	1st Position	2nd Position	No	No	No
Camera value at \$2,500 @ 10% or 5%	\$ 250	\$ 188	\$ -	\$ -	\$ -
Logo ID in Television Ads	ID/Audio	ID Only	No	No	No
Comcast valued at \$20,000 @ 10% or 5%	\$ 2,000	\$ 1,000	\$ -	\$ -	\$ -
Recognition in Festival News Releases	Yes	Yes	Yes	Yes	Yes
Advertising Subtotal	\$ 8,450	\$ 5,838	\$ 600	\$ -	\$ -
Promotional Materials					
Logo ID in Festival "Teaser" Promotional Postcard	Yes	Yes	No	No	Yes
20,000 x .025	\$ 500	\$ 500	\$ -	\$ -	\$ 500
Logo ID in Festival Summer Calendar	Yes	Yes	Yes	No	Yes
30,000 x .025	\$ 750	\$ 750	\$ 750	\$ -	\$ 750
Name for concert in Summer Calendar	Yes	Yes	Option	Yes	Option
30,000 x .0125	\$ 375	\$ 375	\$ -	\$ 375	\$ -
Materials Subtotal	\$ 1,625	\$ 1,625	\$ 750	\$ 375	\$ 1,250
Festival Festival/CMF Program (25,000 circ.)					
Logo on Cover	1st Position	2nd Position	No	No	3rd Position
25,000 x .025	\$ 625	\$ 625	\$ -	\$ -	\$ 625
Opportunity to provide "Welcome Letter"	Yes	No	No	No	No
25,000 x .05	\$ 1,250	\$ -	\$ -	\$ -	\$ -
Interior Logo Recognition on Sponsor Page	Yes	Yes	Yes	Yes	Yes
25,000 x .01	\$ 250	\$ 250	\$ 250	\$ 250	\$ 250
Written Name Presentation of Concert	Yes	Yes	No	Yes	Yes
25,000 x .005	\$ 125	\$ 125	\$ -	\$ 125	\$ 125
Program Ad (Festival hard cost)	Back Cover	Inside Cover	Full Page	Half Page	Option
Based upon 2003 rate card	\$ 3,000	\$ 2,500	\$ 1,850	\$ 1,100	\$ -
Program Subtotal	\$ 6,875	\$ 3,875	\$ 2,350	\$ 1,850	\$ 1,375
On Site Benefits/Signage					
Exhibit Space	10' x 10'	10' x 10'	10' x 10'	10' x 10'	10' x 10'
Number of Concerts at which Sponsor May Exhibit	12	8	4	1	4
One time exhibit fee = \$300	\$ 3,600	\$ 2,400	\$ 1,200	\$ 300	\$ 1,200
Logo on Exterior Entrance Banners (2)	Yes	Yes	No	No	Yes
20,000 x .03	\$ 600	\$ 600	\$ -	\$ -	\$ 600
Logo on Stage Proscenium Banner	Yes	Yes	Yes	No	Yes
20,000 x .03	\$ 600	\$ 600	\$ 600	\$ -	\$ 600
Logo on 400 Lap Blanket (at Sponsor expense)	Option	No	No	No	No
20,000 x .05	\$ 1,000	\$ -	\$ -	\$ -	\$ -
Pre-concert Logo Projection on Screen	Yes	Yes	Yes	1 nite only	Yes
20,000 x .03	\$ 600	\$ 600	\$ 600	\$ 50	\$ 600
Logo on "Tonight at Festival" "A" Frame (3)	Yes	Yes	No	No	Yes
160,000 exposures x .005 = \$800/sign	\$ 2,400	\$ 2,400	\$ -	\$ -	\$ 2,400
Audio Recognition by MC	Yes	Yes	Yes	1 nite only	Yes
20,000 x .03	\$ 600	\$ 600	\$ 600	\$ 50	\$ 600
Opportunity for Spokesperson to Welcome Crowd	Yes 4 x	Yes 2 x	No	Yes 1 x	Yes 1 x
1,200 x .10 = \$120/concert	\$ 480	\$ 240	\$ -	\$ 120	\$ 120
On Site Subtotal	\$ 9,880	\$ 7,440	\$ 3,000	\$ 520	\$ 6,120

Sample - Sponsor Packaging Valuation Matrix

Benefit	Title	Presenting	Associate	Supporting	Contributing
Special Rights					
Recognition in Festival newsletter	3 x	3 x	1 x	1 x	3 x
1,000 x .10 = \$100/issue	\$ 300	\$ 300	\$ 100	\$ 100	\$ 300
Article highlighting sponsor	1 x	1 x	No	No	1 x
1,000 x .20 = \$200/issue	\$ 200	\$ 200	\$ -	\$ -	\$ 200
Recognition in Festival Annual Report	Yes	Yes	Yes	Yes	Yes
1,000 x .10 = \$100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100
Use of Festival's Ticket Buyer List	2 x	1 x	1 x	1 x	1 x
1,000 x .15 = \$150/use	\$ 300	\$ 150	\$ 150	\$ 150	\$ 150
Preferred Provider (e.g. Pouring Rights)	Option	Option	Option	No	No
Special Rights Subtotal	\$ 900	\$ 750	\$ 350	\$ 350	\$ 750
Internet (265,000 unique visits)					
Logo/Link on Home Page banner	100% SOV	50% SOV	25% SOV	No	No
265,000 x .015 = \$3,975 (110% SOV)	\$ 3,975	\$ 1,987	\$ 993	\$ -	\$ -
Logo/Link on Sponsor Page	Yes	Yes	Yes	Yes	Yes
43,000 views x .015 = \$645 (110% SOV)	\$ 645	\$ 645	\$ 645	\$ 645	\$ 645
Ability to post on Festival Social Media	Yes	Yes	Yes	Yes	Yes
Value: TBD					
Internet Subtotal	\$ 4,620	\$ 2,632	\$ 1,638	\$ 645	\$ 645
Hospitality Rights					
Concert Tickets	6 x 11	2 x 11	2 x 6	N/A	10
Average \$35/seat	\$ 2,310	\$ 770	\$ 420	\$ -	\$ 350
Private Party Concert Tickets	1 x 20	1 x 20	No	1 x 10	No
Average \$35/seat	\$ 700	\$ 700	\$ -	\$ 350	\$ -
Use of Private VIP Area for Pre-Concert Gathering	1 x	1 x	Option	1 x	No
\$500/use	\$ 500	\$ 500	\$ -	\$ 500	\$ -
Use of Festival Meeting Facility for Private Function	3 x/year	2 x/year	1 x/year	No	2x/year
\$750/use	\$ 2,250	\$ 1,500	\$ 750	\$ -	\$ 1,500
Hospitality Subtotal	\$ 3,510	\$ 1,970	\$ 420	\$ 850	\$ 350
Total Tangible Value	\$ 35,860	\$ 24,130	\$ 9,108	\$ 4,590	\$ 10,490
Intangible Value (60%)	\$ 21,516	\$ 14,478	\$ 5,465	\$ 2,754	\$ 6,294
TOTAL SPONSORSHIP VALUE	\$ 57,376	\$ 38,608	\$ 14,573	\$ 7,344	\$ 16,784
Prior Year Actual Fee	\$ 0	\$15,000-\$8,000	\$5,000	\$2,500	Trade
RECOMMENDED FEE	\$ 28,000	\$ 18,000	\$ 6,000	\$ 3,000	Trade
Value Ratio	205%	214%	243%	245%	N/A