

PROPERTY = ORGANIZATION / EVENT

ASSESSING EVENTS → CAR/GARAGE EXAMPLE } refer to pg. 17
<AUDIT OF EVENT>

AUDIENCE SIZE → GET IT "ON TRACK" / accuracy
esp. when sponsors are bringing "give-aways"

design surveys around sponsor possible future

- MARKETING
- All about Audience
-

take statistical analysis marketing class } pg. 18 Audience surveys demographic purchase questions
 + shirt giveaway Intercept/during event

Board of Directors can be assets → "movers/shakers"

→ Some negative connotation

- * Networking
- * contacts
- * helpful
- * Implementation

MEDIA

- PROMOTIONAL PARTNERSHIP

"Trading w/ sponsorship" can be beneficial
in place of currency. ex: table @ event for media/promotions

Be careful if sponsor offers item/product to attendees
{ this is sampling → should pay → taking advantage of property's naivety

Bruce Erley
owns marketing bus in Denver
previously UPW/PEOPLE marketing

Sponsor (what is a sponsor)
↓

* Marketing Partnership

traditional media sources almost obsolete

- Digital
 - Product Placement
 - Event Marketing
- } = MARKETING RELATIONSHIP

communicate/market to approp. audience @ event

← mentioned → "talent" & not expect to get paid →

Muth "C" - shirt

"D" - product sample, hospitality
(don't think myopically)

"E" - Don't have competitors together @ event

Donors vs Sponsors

Someone working PR
media exposure → "BUZZ"

↓
media want to work an event w/ "BUZZ"

⊛ → when printing on-line tickets

↓
offer sponsorship on tickets
hard stock & online

↓
"Bounce-back" coupon etc...

NAME: "Sponsors" ...

offer commercial displays/demonstrations
etc...

(Car dealers offer test drive on site)

- Sampling
- Demonstrations
- Couponing

Value of Banners → location

Free Event → VIP tent
"Backstage / meet & greet"

EX Resort Sponsors receive 2-night stay @ Resort etc... ^{Venue}

Google Analytics on website

↓
Free → will track # of visits
(tell sponsors #)

Facebook is a key source to promote etc...

- Keep update constantly, intriguing,
of likes → tell sponsor's #s.

↓ 80/20 90

ex: Bike ride → have 12 days of cycling
Event ↓

(Christmas) gift ideas for cyclist in
their life.

#1 criticism → NOT INNOVATIVE
of festivals & events

↓
Go digital

- EVENTS WITHIN YOUR EVENT -

Creating Sponsor Packages

Philosophical Issues

- unacceptable Sponsor Categories
- what are you willing to "sell off"
 - et: complete name integration,
 - ↓ Sponsor logo over events, ^{Event} change name
 - ↓ can modify ex: Verizon presents...
 - Tucson meet yourself

1st top tier

ex. Verizon Presents

Tucson meet yourself

Sponsored by:

Gatorade & Bank of America

2nd tier

In association with

OFFICIAL SUPPLIERS

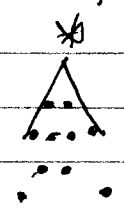
media sponsors

Donor Categories

"Friends of the Festival"

"Christmas Tree" model

The event is the "Point", top tier is the star on top top & directly under point



> What piece of the pie will the sponsor get @ the event?

- Stages can be named
- ex: Golf, sponsor @ "hole" or ^{noise in} one
- Bike ride → aid stations

pg 4-B

- 1. exclusive rights - front page program
- 2. First Rights - inside 1st page
- 3. General Rights - tickets, news release website, space in program

- Set what they pay for -

Clear difference in top tier vs Associates etc.
Sponsorships

significant

(use sponsor matrix as template)

Everyone gets a renewal offer the following year but not necessarily at same level



example: WF vs chase example B. Erley

Assigning media Rights to sponsor packages:

~~require~~ giving them "legs" to promote outside of event/revenue

Recognition in Event Buys

- which media
- where in ad
- Logo or name

Incorporate top title sponsor in all media coverage / event etc...

- They are in all advertising
- They have earned equity

ex: Associate level - only in print

example of sponsor benefits → "Holiday Party" in an available space not being used during week etc...

→ See page 8 for Industry Values / ←
Standards ~~via~~
CS of sponsup.com

④ Sponsor in general is not demanding a higher market

Marketing not donations; marketing = value

pg. 7 ~~III~~ II B \Rightarrow Olympics Example

\$80,000,000 = Buy one Olympics

Get one Summer $\&$ winter

-NO tickets - Right to the "Rings"

\downarrow
"Halo Effect"

~~pg. 11~~

Pg. 9 Rate each item on a scale of 0-10

* tangible / Intangible = Total Sponsorship Value

See completed matrix - pages 2 & back of hand-out

Price @ Higher & can negotiate down but } Be firm on minimum
Keep % in between levels

or substitute throughout pkgs - come up w/ new package / price

↓
Protect Value

When Creating a New Event

* Idea

1. Research ideas from multiple events

- look at their Audience Profile

PROPOSAL:

Present it as if it already exists

- Speak definitively

- be brave in speaking

Charter Sponsors } 1st year
Founding Sponsors } discount

Pull together a team of experience - capitalize on that

Hire 1 or 2 who ↑ specialize and w/ experience
or

Learn how to Produce Event → take 1 year
if never done before

Get previous participants to "vote" for event
ex: competitor - cycling event
magazine

How do you value in-kind?

Example: of-

Hotel Sponsorship, Rates excl for sponsorship benefits
↓
make sure not getting "group rate" give to anyone

Don't let people provide you w/ stuff "embellishments"
that you don't need or ~~use~~ that does not
help your bottom-line.

~~Do~~ You determine the value

Multi-Year Sponsorship
provided w/ "Exit" each year

Partnership is what your looking for

Pg. 19 & 20 } just the ~~more~~ rights and benefits page of proposal

Don't mistake fundraising w/ proposals

Sponsor Sales
 - One "shot"
 looking @ all prospects
 in each category

} no "mass" ? = shotgun
 letter } prospecting

Ex: Elund vs. quail
Rifle shot gun

- ↓
- who's aggressive in their category ?
 - what are they capable of \$?

it isn't who's in your town who can sponsor;
it is who is in your town who can buy from
your sponsor

(Ex: Snyder (sm. town)
 Walmart vs target → originally said no sponsor
 out-of-town
 told can go 20mi S to Target or 20mi north
 to Walmart, "where should our 4,000 people/town
 shop" → got sponsorship)

(Audi & Delta → Film Festival Support)

Research Network

Board → make appt, talk about passion for event why good event
(not to sell sponsorship)
next: ~~and~~ "seller" why event is good for sponsor

Informational Interviews

Ask questions → lead into ~~me~~

↓
put forward what they want NOT what you want.

Their perspective
not your perspective

↓
fulfilling their objectives

Speak their language → research / adopt their language

Value they are receiving not what it's costing them

Don't be afraid to list it on cover page / re-cap ^{2 end.}

Don't nickel-dime them for profound things
"a la carte"
but can change one start up

Creating Sponsorship Proposals

- Assume 5 min Review
- Use bullets
- Clear, concise writing
 - ↳ short, journalistic paragraphs

site map

Do not provide assets of events until they have said "yes"

take "their words" from motto/website etc...
-place in your proposal

Pg. 12 D4 ⇒ Comcast Cartoon Corner Example

Cost ⇒ Don't be apologetic! don't give price range or sheepish

Pg 12 E4 ⇒ tshirt ⇒ Pd \$500, top tier Pd \$10,000
only got title when t-shirt is free promotion/advertising

Always say you will call them back even in Don't leave it up to them. phone msgs.
Deadline → 2 weeks

Non-profit
↓
simply IRS status
nothing less or "poor"

ask "what's your process"
come in to present to "higher auth" or send electronically to be distributed.
leave
~~ask~~ them w/ when you will call them back but "in meantime if you have any questions, feel free to call me"

- NO on-line submissions!
- NO Agencies!

Sponsorship → use event to build your customer base

"Event Marketer.com"

↓ the magazine (FREE) provides all agencies etc...

next month "The Book"

↓ Shotgun marketing
GOOD here

{ mobile marketing/marketers
for large events

→ interested in volume

Sell Sponsorships vs Manage Sponsorships

↓
detail oriented (re-checking) ↓
Fulfillment

* Become innovative *

↓
People-person

↓
problem solver

Resource people

Be willing to do work

↓
*fun (nowork) fulfill 4-5 mo before events

Tueson is "combat-driven"

* NOW FACTOR *

> * Create a fulfillment matrix/checklist * <

* SSDE ⇒ large tool box (rolling/handle)
w/ everything need for event

ex: cords, duct tape, c-clamps,
lipbalm, sunscreen etc...

also ⇒ stepladder(s) etc...

outside of SSDE

cold water ⇒ circuit around to every
w/ SSDE SPONSORS - approx. 4 hours

* OVER-DELIVER on service!