



# **Mining for Sponsorship Gold**

**What to Sell, What to Give Away  
& What to Get in Return!**

# **What is Sponsorship?**

**A sponsorship is an agreement between two parties where one party provides financial or in-kind support to another party in exchange for their marketing and promotional opportunities.**

# **What is a Donation?**

**A donation is a gift of cash, services, new or used goods given typically to a cause or charitable purpose without return consideration, however it may include tax benefits and acknowledgments.**

# Sponsorship Tips

- **Sponsorship is a sales job and you need a salesperson selling it!**
  - ❖ The person must be highly knowledgeable of the event and the possibilities that exist.
  - ❖ Act and present in a business like manner, remember this is a business transaction.
  - ❖ Be prepared and be familiar with a sponsor's products, services, company philosophy and history.
  - ❖ Knowledge of the sponsor is power and it will offer endless possibilities.
  - ❖ Put the emphasis on building long-term partnerships and multi-year agreements instead quick cash.

# Sponsorship Tips

- **Remember, you are not the only one requesting sponsorship!**
  - ❖ Don't wait, start selling immediately and sell 365!
  - ❖ For cash begin in May, for the following year, rather than in October when budgets are set.
  - ❖ The bigger the sponsor the more likely they have existing commitments, so the earlier the better!

# Sponsorship Tips

- **A key to receiving corporate sponsorships is the ability to prove ROI (Return On Investment).**
  - ❖ ROI can come in countless forms, from event attendance to media coverage.
  - ❖ Research the company marketing goals.
  - ❖ Showcase features that add value to the lives of their customers and staff.
  - ❖ Encourage employee participation, provide opportunities for joining an event board or committee for more corporate investment.

# Sponsor Criteria

- **Corporate sponsorship proposals are evaluated against general criteria to ensure a mutually beneficial relationship.**

# Sponsor Criteria

- **Tangible and Intangible benefits**
  - ❖ Marketing collateral, tickets, billboards, media, etc.
- **Positive exposure for their corporate brand**
  - ❖ DrunkFest vs. Corporate Image
- **Ability to enhance the corporations value to its customers and/or employees**
  - ❖ A company may sponsor because of an employee commitment to the cause.

# Sponsor Criteria

- **Opportunity for “exclusivities” and “money-can't buy” opportunities**
  - ❖ VIP, Meet & Greet, Official provider of...?, Announcements etc.
- **Ability to reach and build relationships with their targeted audience**
  - ❖ Company Booth, Product sampling, Customer involvement opportunities.
- **Potential for a long-term sustainable partnership**
  - ❖ Not just a one time event, cross promotional opportunities.

# Sponsor Criteria

- **Sufficient lead time to review, negotiate and execute the sponsorship**
  - ❖ 12 to 18 months in advance of event, ideally May/June/July (Budget season) of prior year.
- **Subject to annual review and evaluation of prior deliverables**
  - ❖ Always under promise and over deliver.
- **Priority consideration given to corporate “Pet” projects or specific goals**
  - ❖ Research, research, research!!!

# Sponsorable Assets

- **Physical property:**

- ❖ Venues or Activity Areas

- Kids Zone, Sports Alley, VIP Club, Marketplace...

- ❖ Stages

- Grand Stage, Family-time Stage, Fun Spot, Oldies Oasis...

- ❖ Concessions

- Beer Garden, Ethnic World, Taste of Dubuque...

- ❖ Tents & Booths

- Info Tent, Merchandise Tent, Ticket Booths...

# Sponsorable Assets

- **Proprietary programs & components**

- ❖ Volunteer programs

- ❖ Special audience programs

- Kids, teens, seniors

- ❖ Business-to-business programs

- Discounts, coupons books, special promotions

- ❖ Hospitality or VIP programs

- Club VIP, Meet & Greets with “STARS”, special perks

- ❖ Discount ticket programs

- Family Packs, Food Taste, Group & Employee Discounts

# Sponsorable Assets

- **Special events**

- ❖ Runs, Races, Tournaments, Contests...
- ❖ Parades, Fireworks, Balloon Flyovers...
- ❖ Car Show, Motorcycle Show, Vintage Tractors...
- ❖ Concerts, Specialty Acts, Talent Shows...
- ❖ VIP parties, Sky Boxes, Reserved Seats...
- ❖ Children's Programs, Scholastic Recognition...
- ❖ Exhibits, Art Shows, Church services...
- ❖ Dinners, Brunches, Volunteer Amenities...

# Sponsorable Assets

- **Media Advertising & Promotions**

- ❖ TV
- ❖ Radio
- ❖ Newspaper
- ❖ Internet
- ❖ Yet to be invented
- ❖ Other

# Sponsorable Assets

- **Miscellaneous Inventory**

- ❖ Website Areas
- ❖ Special Brochures or Newspaper Inserts
- ❖ Directional Signage & Festival Maps
- ❖ Shuttle Buses
- ❖ Etc., etc., etc.

# Assets & Related Benefits

- **Publications & Collateral Materials**

- ❖ Newsletters
- ❖ Program books
- ❖ Posters
- ❖ Tickets
- ❖ Brochures
- ❖ Merchandise catalogs
- ❖ Invitations
- ❖ Maps
- ❖ Schedules
- ❖ Annual reports

- **Benefits**

- ❖ Guaranteed Visibility
  - Logo/ID
  - Editorial coverage
  - Advertisement
  - Insert: Literature, coupon, etc.
  - Advertorials

*Source: IEG*

# Assets & Related Benefits

- **Measured Media Buy and/or Promotion**

- ❖ Radio
- ❖ TV
- ❖ Newspaper
- ❖ Magazines
- ❖ Internet

- **Benefits**

- ❖ Guaranteed measurable impressions and targeted demographic documentation

# Assets & Related Benefits

- **VIP and hospitality opportunities**

- ❖ Tickets/Registrations
- ❖ Hospitality
- ❖ VIP parking
- ❖ Special events
- ❖ Special access
- ❖ Meet-and-greets
- ❖ VIP events
- ❖ Money can't buy opportunities

- **Benefits**

- ❖ Client entertainment
- ❖ Customer entertainment
- ❖ Customer perk
- ❖ Employee entertainment
- ❖ Employee reward
- ❖ Promotional use/Contesting

# Assets & Related Benefits

## ● Audience

- ❖ Members
- ❖ Volunteers
- ❖ Donors/Sponsors
- ❖ On-site attendees
- ❖ Audience survey
- ❖ Event participants
- ❖ Fans/Ticket holders
- ❖ Exhibitors
- ❖ Consumers
- ❖ TV/Radio Demos
- ❖ Web site visitors

## ● Benefits

- ❖ Access for sales
- ❖ Ability to sample
- ❖ Opportunity for surveying
- ❖ Lead generation
- ❖ One-on-one interaction
- ❖ Relationship building
- ❖ Brand building
- ❖ Market Research

# Assets & Related Benefits

## ● Sites

- ❖ Stages
- ❖ Facilities
- ❖ Venues
- ❖ Ticket outlets/Booths
- ❖ Registration areas
- ❖ Concessions
- ❖ Retail
- ❖ Exhibits
- ❖ Entrances/Exits
- ❖ Tents
- ❖ Activity Areas

## ● Benefits

- ❖ Sampling
- ❖ Display
- ❖ Sales
- ❖ Signage
- ❖ Title opportunities
- ❖ Rentals/Usage

# Assets & Related Benefits

- **Signage**

- ❖ On-site signage
- ❖ Perimeter signage
- ❖ Marquee signage
- ❖ Highway signs
- ❖ Scoreboards
- ❖ Menu boards
- ❖ Directional signage

- **Benefits**

- ❖ Guaranteed Impressions
  - Branding
  - Message
  - Advertisement

# Assets & Related Benefits

- **Marks & logos**

- ❖ Organization
- ❖ Events
- ❖ Program/ Campaign
- ❖ Character/Image

- **Benefits**

- ❖ Promotional Rights
  - Logo use
  - Official Designation
  - Category exclusivity
  - Association/Connection

# Assets & Related Benefits

- **Website**

- ❖ Home page
- ❖ Interest sections/Areas
- ❖ Chat Rooms
- ❖ e-Commerce area

- **Benefits**

- Extended reach Logo/ID
  - ❖ Editorial coverage
  - ❖ Hyper-links
  - ❖ Advertising
  - ❖ Integrated content
  - ❖ Co-Branded content
  - ❖ Proprietary pages/area

# **Create the Proposals**

- **Identify Sponsor-able Inventory**
- **Identify Assets and Benefits**
- **Combine to create comprehensive, integrated sponsorship programs and proposals**

# Successful Proposals

- **Sell benefits, not features**
- **Address the sponsor's needs, not yours**
- **Tailored to the sponsor, their business category, hot buttons, goals & marketing objectives**
- **Include promotional extensions**
- **Allow for unique opportunities**

# Proposal Components

- **Event Information**

- ❖ Event name, Date, Location, Hours, Attendance, Admission, History, Description, Demographics, Awards, Benefits, Producer, NFP status.

- **List of assets & benefits**

- ❖ Recognition, Advertising/Media, On-site activities, Hospitality opportunities, Promotional extensions, Leveraging opportunities, etc.

- **Cost of Package**

- **Sponsorship Agreement & Sponsor Copy**

- **Contact info**

- ❖ **Tip**

- Rule of thumb – number of pages based on amount being solicited

# Price the Proposals

- **Pricing Sponsorship Packages**

- ❖ Add Value tangible assets
- ❖ Add Value intangible assets
- ❖ Evaluate external factors
- ❖ Evaluate ROI (Return on Investment)
- ❖ Arrive at an appropriate price (Best guess)

- ❖ **Tips**

- Base rights fee on value, not budget
    - Don't under price
    - Don't lower price without removing rights or negotiating multi-year, incremental rights fees

# Valuing Tangible Assets

## ● Asset

- ❖ Logo in measured media
- ❖ Sampling
- ❖ Tickets/VIP packages
- ❖ Use of facility
- ❖ Mailing list access/usage
- ❖ ID on Web site/Hotlink

## ● Value

- ❖ Ad rate x 5-10%
- ❖ \$0.04 - \$0.15 per distributed
- ❖ Face value
- ❖ Rental fee
- ❖ \$0.075 to \$0.15 per name
- ❖ \$0.006 per hit/\$125 per month

# Valuing Tangible Assets

## ● Asset

- ❖ Logo on non-measured media
  - Tickets/passes
  - Collateral materials
  - PA announcements
  - On-site signage
  - Electronic logos
  - :30 ads on Jumbotron
  - Merchandise
  - Publications
  - Web site

## ● Value

- ❖ \$0.0025 to \$0.05 per impression

# Intangible Asset Examples

- Prestige of sponsored property
- Recognizability of property marks and logos
- Category exclusivity
- Level of audience interest/loyalty
- Desirability of audience/markets
- Degree of sponsor clutter
- Susceptibility of property to ambush
- Ability to activate
- Networking opportunities with co-sponsors
- Media coverage potential
- Established track record

# Pricing Adjustments

## ● External Factors

- ❖ Economy
- ❖ Cost to sponsor similar properties in market
- ❖ Cost to sponsor properties not similar in market

## ● Internal Factors

- ❖ Number of salable categories secured
- ❖ Desirability of property to category
- ❖ Value of sales rights to category
- ❖ Sponsor's promotional spending
- ❖ Multi-year commitments
- ❖ First to sign

# Sponsorship Kit

- **Always Include**

- ❖ One-sheeter of accurate & current information
  - Business card(s)
- ❖ Multi-page proposal professionally presented
  - stapled, folder, bound, sponsor copy...
- ❖ Prepared collateral
  - Documentation, examples, print deadlines, etc.
- ❖ Schtuff
  - Bribe Basket (Example: Brought you a little bit of the Arboretum – flower arrangement)
  - Free Tickets/Passes to other events
  - Give-a-ways

# Have Options Ready

- **We don't have any cash!**

- ❖ In-Kind donation of goods and services

- Loan of equipment
- Provide labor
- Provide products or products at cost
- What 'cha got?

- **We've only have \$X available!**

- ❖ Offer other options

- Reduce benefits or increase over time with multi-year agreement
- Exchange for another Event asset
- Customize – determine sponsor goals and return with unique personalized opportunity

**Start Mining for Gold!**

**Thank You**

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