

# CREATIVE SPONSORSHIP FOR INCREASED REVENUE

Update on what is happening in the world of sponsorship and how to think “out of the box”

First and foremost ... a gentle reminder as to the definition of sponsorship which is ...

*Sponsorship is an investment, in cash and/or in kind, in return for access to exploitable business potential associated with event or highly publicized entity*

# 12 Steps Review

1. Take Inventory
2. Develop Media and Retail Partners
3. Produce One Page Fact Sheet
4. Research Your Sponsors
5. Pick up the Phone and Make the Call
6. Go for the Appointment
7. Be Creative
8. Make the Sale
9. Keep the Sponsor in the Loop
10. Involve the Sponsor in the Event
11. Produce the Post Event Report
12. Renew for Next Year!

# **DON'T ...**

- a. Produce a Package
- b. Buy a Mailing List (or go through a directory)
- c. Write a Letter and Mail With the Package

## **OR WORSE**

- d. Send an e-mail (Yuck!)
- e. Follow up With a Phone Call

**WHAT HAPPENS?**

# TRENDS

1. Corporate Social Responsibility
2. Measurements (ROI, ROO, ROE)
3. Grassroots Marketing
4. Experiential/Activation Elements
5. Social Media
6. Database Development
7. Audience Research
8. Think Globally, Act Locally
9. Multicultural Aspects
10. Event Creativity/Accountability

# **WHAT SPONSORS WANT ... in priority order**

1. Category Exclusivity
2. On Site Signage
3. Broadcast Ad Opportunities
4. Right to Property Marks and Logo
5. Title of a Proprietary Area
6. Access to Property Content
7. Spokesperson /Access to Personalities
8. Tickets and Hospitality
9. Access to Property Mailing List/Database
- 10.Right to Promote Co-branded Products/services

# **BRAINSTORMING ... a creative exercise**

- Pick an event
- Pick some sponsors
- Taking previous slide, how could we get them to say yes

# HOW TO ENDEAR YOURSELF TO YOUR SPONSORS...

Offer to help them with ...

- Assistance in measuring ROI/ROO
- Audience research on propensity to purchase
  - Audience research on recognition/recall
  - Audience research on attitude/image
  - Post event report/fulfillment audit
    - Leveraging ideas
  - Audience contact information
    - Treat them as partners

# HOW MUCH \$ IS OUT THERE?

- North American sponsorship \$19.9 billion
  - Worldwide sponsorship \$53.3 billion
- Sales promotion \$200+ billion (this is sampling, couponing, bouncebacks, surveys, etc.)
- And, sponsors leverage about 2 to 1 so double all that!!!

# AND, CONSIDER YOURSELF A SALESPERSON!

- Understand a salesperson cares about the person on the OTHER side of the desk
- Understand what you are selling
- Understand what the buyer wants
- Understand the buyer's budget cycle
- Understand the VALUE of what you are selling
- Customize ... NO MORE PACKAGES!!!!
- Be willing to negotiate
- Overcome objections
- Make it easy
- Ask for the order
- FOLLOW THROUGH!

# SUCCESSFUL SALES RULES

- Start early (50/25/25)
- Go outside your normal contacts
- Look at “recession resistant” categories (fuel, soft good, telecommunications, cameras, tablet pc’s, utilities, hospitals, etc.)
- Make 5 calls a day (connects, not v/m, not e-mail)
- Keep in touch with former sponsors
- Ask happy sponsors for referrals
- Research “what’s happening”
- Research your competitors
- Ask for the order
- Never give up!

# FINAL THOUGHTS

- Remember to have fun
- Never take no for an answer
- Make sure you have WRITTEN goals and a sales plan
- Go the extra mile
- Be willing to negotiate
- Be willing to walk away
- Have a personal mission statement
- Deliver 110%
- Take responsibility for your actions
- Replace negative statements with positive statements
- Allow yourself to make mistakes ... none of us is perfect!
- Always ask yourself ... what is the worst that can happen
- Be honest ... with your sponsors and yourself

# CREATIVE SELLING... END!

A little promotion ... if you want to get my bi-weekly newsletter just e-mail me ... [sylvia@allenconsulting.com](mailto:sylvia@allenconsulting.com) and put HTN in the subject line ... people seem to like it!  
Or give me your business card.

And, of course, if you want to order my sponsorship book, woman's book or DVD just go to [www.allenconsulting.com](http://www.allenconsulting.com) and click on books/DVDs (end of commercial!) I did bring some with me if interested.

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THANKS!