



VIP Call

Advanced Sponsor Strategies

Part 1: How to Get Sponsors

Do Your Homework-It's the Roadmap to the Sale

- Trends impacting industry
- Distribution channels
- Demographics and psychographics
- Current sponsorships and campaigns
- Geographic priorities
- Agencies of record
- Financial documents-Annual Reports
- Competitors
- Google Alerts

Extended Reach

Do something every day to build your online and offline community. The larger your extended reach, the more attractive you'll be to corporate sponsors.

Social Media

Social media is really important here because a prime directive of sponsors is trying to extend their social media reach and campaigns. They are actively looking for people with big fan bases and followings. Don't worry if you don't have a big following. You can do power collaborations and build your fan base. You can also do interactive contests on social media that promote your sponsors.

Extended reach also includes

- Email marketing
- Podcasts
- Blog posts
- Speaking
- Online trainings
- Facebook Live
- Networking
- Power collaborations



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Reach Out Internally

Contact vendors, exhibitors, clients, prospects and people in your network to see if they know anyone who can sponsor you.

Create a phone tree and burn up the telephone to solicit sponsors. If you have current sponsors, ask them for some referrals.

Monitor the Media



Companies like Stihl tools are advertising in the media. They have a competition named Dogs and Logs where dogs of all breeds competed in events like Iron Dog, Big Air, Extreme Vertical, and the world-record-setting Speed Retrieve. The four-day event culminated with the lumberjacks teaming up with the dogs in the Dogs and Logs Relay Championship.





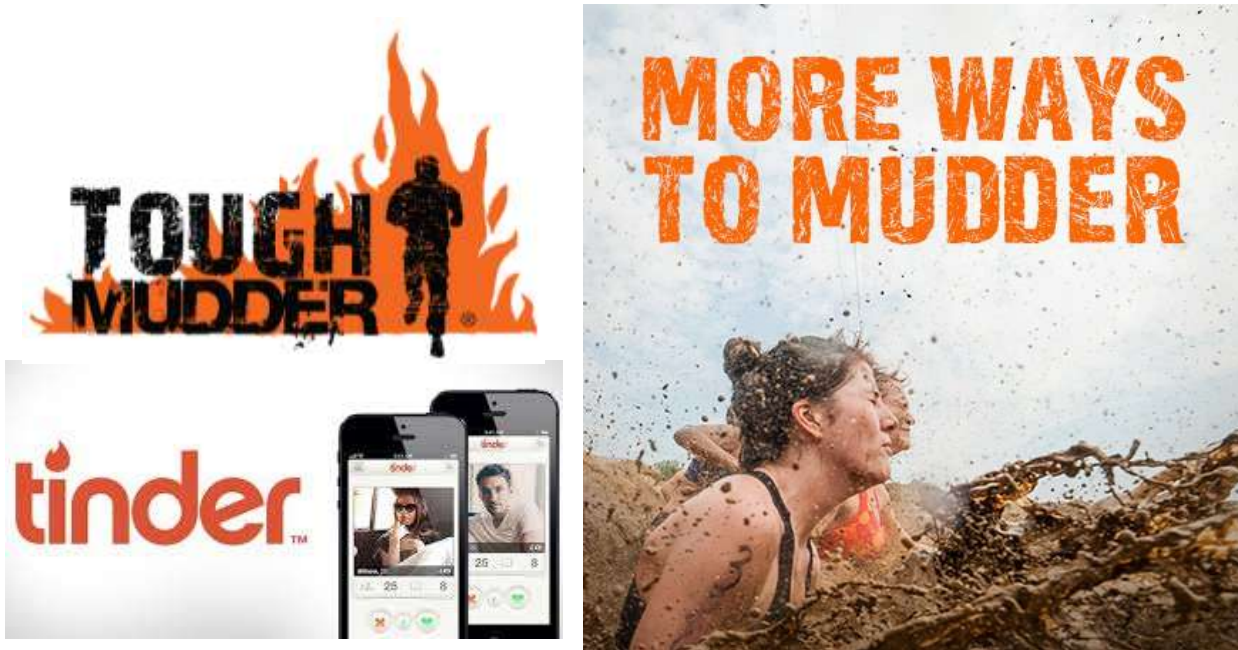
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New Sponsor Categories

Mobile apps

Tinder has sponsored the Tough Mudder Mud Run.



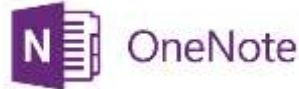


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New Sponsor Categories

Note taking apps include OneNote and Evernote.



Cannabis Industry

EXPO
INDO





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Financial Technology Companies

Financial technology or “Fintech” categories include electronic payment (Paypal, Square, etc.), personal finance (Betterment, Credit Karma, etc.), lending (Lending Club, Guaranteed Rate, etc.), trading (TruMid Financial, MarketAxess, etc.), health insurance (Oscar Health) and money transfer (Circle, TransferWise, etc.).

The private lender of small business loans kicked off its sponsorship push in late ‘15 with title of San Diego’s Holiday Bowl. National Funding billed the sponsorship as the first college bowl game sponsored by a financial technology firm.

Dave Gilbert, National Funding founder and CEO, credits the one-off sponsorship to a “breakthrough year” at the 17-year-old company.





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Offer Compelling Benefits

Contests and Owned Areas



Lollapalooza
Snap-a-Slice
Instagram Contest

Take a Photo	Tag It	Upload It
Use your phone to snap a pic of your Lou Malnati's pizza slice at Lollapalooza	Using Instagram, tag your photo's name with the hashtags #lolla & #loumalnatis	Set your Instagram profile to public, and upload your photo! You are automatically entered into the contest!

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 AUGUST 1-3, 2012

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Satellite Tours

Sponsors arrange this. You do multiple interviews in a compressed amount of time in a studio. Sometimes you'll fly to a location and also make appearances at trade shows and events.

Campaigns





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Creative Signage



Endorsement Seals and Marks





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Charitable Partner

With a charitable partner you'll get

- More attendees
- More sponsors
- More money

How to pick the charitable partner

- Your relationship
- Matching the cause to your property
- Ask if they can promote you
- Inquire about speaking at their events
- Know if they have enough staff to send to your events





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Part 2: How to Keep Your Sponsors

Best way to keep your sponsors is to ask the right questions at the beginning. Find out their key objectives, how they measure success, how often they like to be updated, what would be an unexpected and delightful result and what an ideal partnership would look like.

- Engagement
- Activation
- Metrics and Measurement
- Can't Buy Experiences
- Sponsor Relations
- Renewals

Engagement

The Operation Fit Kids curriculum is part of Hands On Atlanta's school-based, volunteer-driven Discovery Program and, through the support of Humana, teaches the importance of being physically active and making healthy food choices. Humana's leadership team joined in on the activities and saw first-hand how their support helps these children.

"At Humana, we are dedicated to helping the communities we serve live a healthy life by creating innovative partnerships like this one with Hands On Atlanta and Operation Fit Kids," said Dave Feruck, market president commercial operations at Humana. "We are so proud to be a part of this program and, at this event, we were honored to see these energetic kids in action with everything they learned."





SUCCESS WITH CORPORATE SPONSORS

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Activation





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Metrics and Measurement

Tell the sponsor about

- Purchasing habits
- Exposure and impressions
- Media
- Purchase considerations
- Likes and dislikes
- Internet activity
- Lifestyle

Objective is Building Brand Awareness

	Example Goals	Metrics
1.	Obtaining media coverage	<ul style="list-style-type: none">• # of press mentions• # of TV segment features• # of on-site press interviews
2.	Improving your sponsor's social media presence	<ul style="list-style-type: none">• # of times your hashtag was used• % increase in visits to your brand's social media pages• Traffic to your social media pages from the landing page.





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Can't Buy Experiences





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Sponsor Relations

- Keep a checklist of everything you need from the sponsor
- Video and photograph everything
- Subscribe to your sponsor's newsletters and blogs
- Visit the sponsor's website regularly and read their articles
- Keep everyone in the team in the loop

Renewals: Getting Renewals and Multi-Year Contracts

- Send renewal reports at least quarterly
- Meet with sponsors to go over the reports
- Send frequent correspondence about how your promoting your sponsors
- Meet with them in by Zoom or in person



Linda Hollander has been featured by Entrepreneur and Inc Magazines as the leading expert on corporate sponsorships. She is the CEO of Sponsor Concierge and the Founder of the Sponsor Secrets Seminar. Her corporate sponsors have included Citibank, Fed Ex, Health Net, Microsoft, American Airlines, Bank of America, Epson, Staples, Wal Mart, and IBM. She consults with businesses on how to increase their profits and get sponsors.