

# **CREATE EVENTS THAT ATTRACT SPONSORS**

By Linda Hollander, Sponsor Concierge

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## Create Events that Attract Sponsors

by Linda Hollander

### Raving Fans

"Attracting  
Corporate  
Sponsors  
was the best  
teleclass  
we've ever  
attended."



Fred Hueston and  
Lyna Farkas  
Growing Your  
Business Radio

"I got my  
first sponsor in  
30 days."



Carolyn Gross  
Treatable and  
Beatable

"Linda  
Hollander's  
expertise is like  
the commercial  
that says 'Don't  
leave home  
without it.' In  
the world of  
sponsorships,  
you don't want  
to get started  
without her  
help."



Ward Luthi  
President  
Walking the World

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13428 Maxella Avenue, Suite 982 • Marina Del Rey, CA 90292 • Fax 310-641-5823 • Email: Success@WealthyBagLady.com

866-966-3624

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### Welcome

#### We're all in the life-changing business

This information is for business owners, experts, speakers, authors, associations, event producers, social entrepreneurs, information marketers, entertainers, non-profit charities, anyone who changes people's lives and has a mission to make a difference in the world.

Here's my story. I wanted my life to make a difference. My mission became empowering women to reach their dreams through entrepreneurship. As a woman on a mission, I started my businesses, wrote books and founded the Women's Small Business Expo. I've done powerful events and changed many lives, but it never would have happened without corporate sponsors. They gave me the resources I needed to live my purpose and change thousands of lives.

Everyone asked me how I got top tier corporate sponsors. I saw that people needed the strategies and tools that would help them get sponsors to finance their businesses.

Don't think of sponsorship as free money. The ideal sponsor relationship is a true win-win partnership. You and your sponsor both receive great benefits.

Now I have a new mission: to empower you to use the awesome power of corporate sponsors. With the resources that sponsors provide, you can live your passionate life and do it bravely.

America's top companies use the power of corporate sponsors. Why not you? Why not now? By knowing what sponsors want, you'll get the confidence to hold your head high and know that you have great value and benefits to offer your corporate sponsors. Now, go out and discover your greatness. I'll be waiting to hear your success story!



**Linda Hollander** has been featured by Inc. Magazine as the leading expert on corporate sponsorship. She is the CEO of Sponsor Concierge and the author of *Corporate Sponsorship in 3 Easy Steps*. Her corporate sponsors have included Microsoft, Citibank, Fed Ex, Health Net, American Airlines, Bank of America, Staples, Hansen's, Wal Mart and IBM.

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### Why Do Events?

- Time empowerment: You can present to many people at a time rather than one-to-one
- People can get a “taste test” of what you have to offer before buying from you
- Events are attractive to sponsors
- Access to media
- Expand your network to powerful speakers and thought leaders
- Increase the credibility of your brand
- Promoting your non-profit and causes
- Increase your database
- More clients and sales
- Have fun

### Biggest Mistakes People Make When Planning Events

**#1 Mistake is not planning in advance. Plan your event 6 months to 1 year in advance.**

2. No marketing plan
3. No unique benefits
4. No database
5. Weak web site
6. No team
7. No connection opportunities for attendees
8. No charitable partner
9. Relying on your speakers and your team to market for you
10. No theme
11. No revenue plan
12. No sponsors

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### **Tips for Successful Events**

- 70% of the success is in marketing. 30% of success is on-site event management.
- Have plenty of opportunities for attendees to network and connect with each other.
- Create roundtables so attendees can present their challenges to the experts.
- Have a master PowerPoint and insert the speaker's presentations into it.
- Have backup in case the technology fails.
- Craft some pre-written email and social media marketing for speakers, team and affiliates to send to their lists.
- Create professional signage and include your sponsors.
- Start on time and stick to your schedule.
- Have contracts for speakers and sponsors.
- Production value is first-rate.
- Consider a big screen for speakers and brand image.
- Create an affiliate program.
- Hire a singer or band and have the attendees stand, dance and sing along.
- Decide on the best room set-up: rounds, classroom or theatre style seating.
- Choose a hotel or venue that is conveniently located with lots of charm and amenities. The hotel staff should also be easy to work with and accommodating.
- Choose speakers with strong fan bases who will promote for you and stay the entire time.
- Tell exhibitors not to tear down early.
- If you're speaking or exhibiting at an event, be sure to collect leads.
- Have early bird discounts and easy payment plans.
- Give gifts to speakers, exhibitors and sponsors.
- Have an official swag bag for attendees.

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### **How to Market Your Event**

- Have a great web site or landing page on your main web site
- Social media, videos and Meetup.com
- When you're networking at live events, don't go for the person, go for their rolodex
- SEO with Google organic and Adwords campaigns
- Live preview events
- Articles on the Internet
- Teleclasses and webinars
- Give presentations at other people's events
- Press releases: MarketWire, PR Newswire, PR Web
- Direct mail with post cards and sales letters
- Traditional media: print and broadcast

### **Revenue Sources from Events**

- Attendee or gate receipts
- Exhibitor fees
- Sponsor fees
- Product sales
- Advertising
- Fundraising

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### **Top 3 Successful Event Models**

#### **Specialized Training**

- People make a large investment
- These are usually smaller groups
- Attendee investment is over \$1,000

#### **Platform Selling**

- Free or low cost events
- Large attendance
- Speakers sell products and trainings from the stage
- Attendee investment is free or under \$100

#### **Sponsored Events**

- Free or low cost events
- Medium to large attendance
- No product selling
- Could be entertainment or educational
- Attendee investment is under \$500

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### **How to Build a Great Team**

- Interns are available at Monster and Craigslist
- Ask friends and business colleagues to be on the team
- Hire an event planner
- Marketing professionals can be found on Elance
- Recruit your advisory board and sponsors

### **Why Causes are More Important than Ever**

**With a charitable partner you'll get:**

- More attendees
- More sponsors
- More money

**How to pick the charitable partner**

- Your relationship
- Match the cause to your business and event
- Ask if your charitable partner can promote you
- Inquire about speaking at their events
- Know if they have enough staff to send to your events

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### **What Separates the Most Innovative Events?**

- Networking opportunities
- Social media onsite
- Interaction during the presentations
- Table topics and roundtables
- Opportunity to connect with speakers and exhibitors
- Great parties
- Entertainment
- Thanking your attendees, speakers and exhibitors
- Rituals and special language
- Making people a part of a community
- Testimonials on site
- Follow-up

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### How to Get Sponsors

- The first thing sponsors look for is chemistry.
- Do your research about the company
- Ask lots of questions and draw out their goals and objectives
- To make sure you're dealing with the decision maker, ask how decisions are made in the company
- Stress teamwork and get all team members on a conference call or in person meeting
- Position your company as the solution to their problems and the key to their growth
- Explain how your company is similar to and different from the larger businesses in your industry
- Cite other people in the company that you've talked to or have done business with
- Tell them that your business supports what they have already accomplished
- Include the gatekeeper
- Do a Quick Facts sheet
- Understand that you need a team-oriented approach
- Let the prospective sponsor know it's not "locked", that they can mark up the proposal and send it back to you with their changes, in other words, co-create the program with the sponsor.
- Develop "sponsor vision" so you can recognize opportunities.
- Don't appear needy. Approach the sponsor with being of service. Be okay whether the deal goes through or not.
- You must have alignment with the sponsor's strategic priorities and marketing initiatives.
- Don't make the initial pitch your really big idea. It will scare the sponsor because of manageability.
- Make sure your sponsor proposal looks professional and is up to industry standards.

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### **How to Get Sponsors (Continued)**

- Even though a phone introduction is best, you may need to send an email introduction or connect through social media.
- Go to different brands in the company. For instance, with Microsoft, you can go to Office, Bing, and Xbox
- Remember that people who work for sponsor companies are constantly trying to balance the interests of their superiors, colleagues and customers.
- Sometimes sponsors need to spend the budget quickly, so timing is everything.
- Always have next steps and a follow up system.

### **Benefits of Working with Sponsors**

- More resources
- Spreading your message
- Doing life changing work
- Reliability of payments
- Easier sales process
- Testimonials
- Referrals
- Innovations
- Extended reach
- More sponsors

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### Note from the Author

#### I would love to hear from you...



I hope you were elevated and inspired by this special report about how to create events that attract sponsors. I've dedicated it to the winning spirit of people just like you.

Please don't copy or give away this special report. Many hours of my personal time were put into writing it. If you have associates who are interested in the Sponsor Concierge special reports on business and sponsorship success, please refer them to my web site: [www.SponsorConcierge.com](http://www.SponsorConcierge.com).

If you have any comments, questions, insights, breakthroughs and stories that you would like to share, please e-mail me at [success@WealthyBagLady.com](mailto:success@WealthyBagLady.com). You can also call me at 866-966-3624. Please note that any stories submitted may be used in a future publication.

Individual stories may or may not be acknowledged. However, as in this publication, names and other details will be camouflaged to protect your privacy.

The passion has been enflamed. You've got outrageous goals and visions. Now it's time to take action. Go for it!

I wish you the best of luck with your business and sponsors. Live well, have fun, step into your greatness and share your gifts with the world!

Thanks so much,



Linda Hollander  
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