



VIP Call

Create Successful Events that Attract Sponsors

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 charity and causes
- Increase your database
- More clients and sales
- Have fun

Biggest Mistakes People Make When Planning Events

1. **#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 speakers' 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.
- Have early bird discounts and easy payment plans.
- Give gifts to speakers, exhibitors and sponsors.
- If you're speaking or exhibiting at an event, be sure to collect leads.
- Have an official swag bag for attendees.

How to Market Your Event

- Have a great web site or landing page on your main web site
- Social media business pages and event pages 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

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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

Revenue Sources from Events

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

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 Upwork
- Recruit your advisory board and sponsors



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

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
- 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.
- 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.

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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

Wealthy Bag Lady Dares

- Make a plan for your next event
- Specify how you will get corporate sponsors, exhibitors and joint venture partners.
- Figure out 5 things you'll do this week to insure the future of your business.
- Create or modify your sponsor and marketing plan



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.