



## SUCCESS WITH CORPORATE SPONSORS

### VIP Club Call

### Top Sponsorship Trends

#### ***Definition of Sponsorship***

Cash or in-kind fee paid to a property for your commercial value. Sponsors will pay you to connect their company to people who buy things.

#### ***What Sponsors Give You 4 Things***

1. Free Stuff
2. Media
3. Money
4. Credibility

#### ***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

#### ***Top Players in Sponsorships***

- Food and Beverage
- Banks and Financial
- Automotive
- Telecommunications
- Insurance
- Technology
- Consumer Goods
- Specialty Retail
- Travel
- Green Energy
- Tools is a great category with less competition



## VIP Club Call

### Top Sponsorship Trends

#### ***Takeaways about Sponsorships***

- Base fees on value, not costs
- Be strategic in prospecting
- Understand your sponsor's business
- Provide turnkey activation platforms
- Tell sponsor about your strongest engagement opportunity. You may need to create it.
- Do your homework and find out the sponsor's objectives.
- Initial meeting is 30% presentation and 70% listening.
- The object of the first meeting is to get the second meeting.
- Help the sponsor deliver ROO (Return on Objectives) and ROI (Return on Investment).
- Years ago sponsorship was about impressions and signage. Now it's about connecting a company to people.

#### ***Trends in Society***

- Audience attention is being diluted
- Properties are content creators.
- Moving away from transaction-mentality.
- We're in the age of self-marketing.
- Sponsors are looking to combine smart and heart.
- Audiences are becoming more participatory.  
Example is Brazuca Twitter campaign for FIFA World Cup Soccer by Adidas.
- More people are now armchair volunteers for causes.
- 63% of people are looking for social responsibility.
- The most innovative companies have the best collaborations.



#### ***How Sponsors Measure Success***

- Awareness of the brand's sponsorship
- Post-event fulfillment report
- Measuring ROI
- Audience Attitude and Image



## VIP Club Call

### Top Sponsorship Trends

#### ***What's Important to Sponsors***

- Sponsor renewal report
- Audience research on purchasing and attitudes
- Return on objectives and return on investment
- Audience contact information
- Tracking promotional offers
- Engaging on-site displays. Example is LG Washing Machine at football games. Goes in Dirty. Comes Out Clean.



#### ***Trends in Sponsorship***

- Your audience is at the heart of every sponsor deal.
- Sponsorship touches all 5 senses.
- Sponsors want things they can't get from traditional advertising like experiences.
- 90% of sponsors now say that social media is the number one channel to leverage sponsorship
- Storytelling is more important than ever. Chipotle has a message of food with integrity. They have ethically raised cattle and poultry. Selfie Spots are great. Example is Boston Red Sox.
- Before it was enough to understand your community. Now you need to be a part of your community.
- Creating awareness is also a priority with sponsors
- Think fast. Fail Fast. Learn Fast.
- Sponsors want you to promote them all year long.
- Future-proofing by seeking out Millennials.
- Understand the brand promise of the company.
- Events now live on digitally.
- Drones and holograms are also being used in sponsorships. Example is being able to sing with a Keith Urban holograph at an event.
- Owned areas not include relaxation rooms, water refilling areas and phone charging stations.
- If your property is small, you can tell the sponsors that their dollars will go further.
- Sponsors are targeting diversity markets because they are a growing population.
- Best pitch starts with "Here's what I can do for you."
- Sponsors look for flexibility, not "fully-baked" proposals
- Sponsors are looking for engagement, demographics and reach
- What's important are loyalty, awareness and image



## SUCCESS WITH CORPORATE SPONSORS

### VIP Club Call

#### Top Sponsorship Trends

- Sponsors like digital, traditional and on-site promotions
- Interesting engagement is where a museum created a tool to download artwork for prototypes and tattoos
- Signage is still important. Even though properties are going beyond signage, the sponsor always wants to know where their signage is.
- Now sponsors expect social media integration.
- 80% of sponsors will fund virtual events
- Diversity, Equity and Inclusion (DEI) is a major initiative in the world of sponsorship.
- Sponsors need to justify expenditures to senior personnel and demonstrate results to business departments.
- It's important to align with socially responsible initiatives.

#### *Trends in Sponsor Relationships*

- Remember that people in sponsor companies need "internal buy-in"
- Immerse yourself in the DNA of your sponsor company.
- When sponsors say they don't have budgets, it may be an opportunity to have a conversation about their goals and objectives. Remember to follow up and see when they have budgets. Ask for referrals.
- Don't think that sponsors "owe you".
- Get the focus off the check the sponsor is writing and get them focused on benefits.
- Sponsors want to see more information about return on investment, so ask how they measure success.
- Sponsor pet peeve is when sponsee doesn't understand their business and hasn't done research.
- Thank the sponsors quickly with direct emails, social media, digital platforms and gifts.



# VIP Club Call

## Top Sponsorship Trends

### *Trends in Sponsor Proposals*

- The “Wow Proposal” speaks to the company DNA, so it’s important to do research on their values, goals and objectives before submitting the sponsor proposal.
- Shorter is better. The quick facts document is good for opening up the dialogue with the sponsor. It does not contain sponsor fees. With long proposals, sponsors skip to the end page with the prices.
- More graphics and less text because people have limited attention spans.
- Sponsors want stories that are sharable. A share is better than a Like.
- National brands are willing to invest in smaller properties and lesser-known causes.
- Inspire, rather than inform.
- Expressions, rather than impressions.
- Influence, not eyeballs.

### *Tips for Getting Sponsors*

- Have an “investor mindset”.
- The first thing you should do is get media, association and retail sponsors.
- Give them more information than you think they need about your demographics
- Make sure your sponsor proposal looks professional.
- Send an email introduction, then follow it up with a phone call. In the phone pitch, give your phone number and email address.
- Send the quick facts and create a dialog.
- 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.
- Remember that people who work for sponsor companies are constantly trying to balance the interests of their superiors, colleagues and customers.
- Stress teamwork and get all team members on a conference call or in person meeting.
- Tell them that your business supports what they have already accomplished.
- Include the gatekeeper.
- Always have next steps and a follow up system.



**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.