

# The Foundations of Successful Sponsorship Development and Activation

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# How to be a Sponsorship SUPER STAR!



# It's all about connecting people!



Through your efforts  
as ***Super Star*** event planners  
you give your sponsors a chance  
to connect with your audience,  
volunteers, and networks,  
allowing them to become  
the ***Super Stars***  
of their own industries.



# Sponsorship /s

The *relationship* between a sponsor and an event in which the sponsor pays cash or provides in-kind products or services in return for access to the commercial potential associated with the event.

It is an *investment*.

It is a *marketing function* to raise brand awareness.

It is a *sales function* to move more products.

# **Sponsorship *Is Not***

**Fundraising**

**Groveling**

**Begging**

**Pleading**

**Asking for money**

**One-size-fits-all**

**Canned**

**Ready made**

**Gold, silver, bronze**

**Boring**



# Sponsorship Activation and Engagement *Is*

**Aligning** the goals and objectives of the sponsors with the mission and goals of the event to create **one-of-a-kind experiences**. It utilizes the unique assets of the sponsor and the unique assets of the event to create those, **“Wow, you just had to be there”** moments.

# ***So what' the secret to a successful relationship?***

If I knew that answer – I'd hit the talk show circuit!



The key to any relationship is knowing yourself really well. As an event organizer, it's your responsibility to examine with a critical eye all that your event has to offer so you can begin the conversation with a potential sponsor.

# ***Super Star Strategy #1***

## **Take Inventory-Assets Checklist**

It is essential to know your event thoroughly, to have a complete inventory of all of the key components of your event, and to know whether they are owned or controlled by you, so that they can be provided as rights and benefits in exchange for sponsorship.



# Event Inventory-Assets Checklist

- **Event Stats**

Location, Dates, Venues, Primary Elements

- **Audiences**

Attendees, Membership, Volunteers, Board

- **Marketing / Media / Promotion**

Ad Mix, Historic PR, Collateral

- **On Site**

Booths, Stages, Recognition

- **Hospitality**

Admission, VIP Areas / Events

- **Connections**

Mailing Lists, Databases



# ***Super Star Strategy #2***

## **Develop Media Sponsors**

- Work together to create GREAT visibility and spend less on ads
- Leverage other sponsorships
- Become partners in building new stories around the event



# Maximize Media Sponsorships



- Make connections in feeder areas
- Search for niche market mediums that fit your event
- Build story lines that allow your event to gain exposure at key times throughout the year

*They operate in a 24/7 world where access and immediate follow up are essential.*

**Assign a PR pro or designated point person to manage the relationship.**

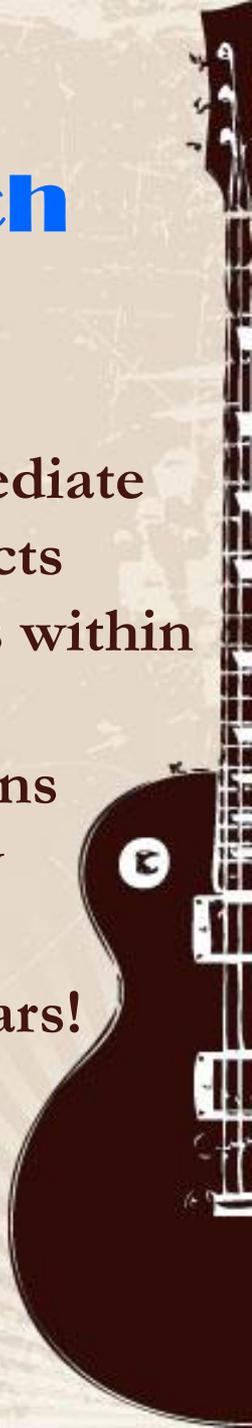


# ***Super Star Strategy #3***

## **Research, Research and Research**



- Go surfing!
  - Look beyond your immediate area for leads and prospects
  - Look at different brands within the same company
  - Look at different divisions within the same company
  - Share your discoveries with other event Super Stars!
- 
- Examine the political, social and economic climate for each prospective sponsor



# ***Super Star Strategy #4***

## **Develop Unique Product Offerings**

**Start with basic categories and assumptions**

♪ Title Sponsor

♪ Presenting Sponsor

♪ Associate Sponsor

♪ Official Product

♪ Naming of a Specific  
Asset or Area

♪ Groupies

♪ Newbies



# Determine Rights and Visibility

- **Exclusive Rights** – they are the only provider of XYZ at your event. Period.
- **First Rights** – for long time fans, they have the first opportunity to select the prime assets and "own" those assets at your event.
- **General Rights** – received by a variety of sponsors, vary by quantity and frequency depending on level of partnership and sponsor's desires.

"But wait", you say, "these sound a lot like Gold, Silver and Bronze packages!"

***BUT THEY'RE NOT!***



# Make Them **UNIQUE** & *CUSTOMIZABLE*

- Start with a blank slate for each sponsor request
- Determine your event's hook for that specific sponsor
- Tune in to **Wii FM**
- It's not about impressions, signage, ads – those are just tools and many sponsors will say they are the least important ones
- The offerings you develop are guidelines – be prepared to think on your feet, and adjust as necessary
- Use the **6 Cs** in putting together your sponsorship proposal  
**Content, Conciseness, Customization, Creativity, Cost**  
and most importantly – the **Call to Action**
- Look at your sponsor's key objectives



# Key Objectives for Most Sponsors

- To drive sales and traffic
- To heighten visibility of their brand or a particular product
- To differentiate their product from their competitors
- To obtain positive publicity
- To enhance their presence as a good corporate citizen
- To shape consumer attitudes toward their brand
- Business-to-business marketing
- To enhance the quality of life for their employees
- To entertain clients, or prospective clients
- To communicate their commitment to a particular lifestyle
- To break through media clutter
- To combat the larger ad budgets of their competitors
- To give customers a chance to meet their employees



# ***Super Star Strategy #5***

## **Make the Initial Contact**

- The Power of Passion
- Make a Fantastic First Impression
- Be Great on the Phone
- The Little Things *Really Do* Matter
- Be Compelling
- Always Ask for a Follow up Face-to-Face Meeting with the Decision Maker



# Building Your List of Contacts

- Go outside of your normal list of contacts
- Network - attend Chamber luncheons (new businesses go there for exposure), non-profit mixers, social functions
- Always carry your business cards
- Explore categories that people *ALWAYS* buy – regardless of the economy – fuel, utilities, telecom, pharmacies, consumer staples, groceries, senior products, alcohol
  - Ask for referrals
  - Look at past successful sponsors in key categories  
If they aren't participating – approach their competitors
  - Be persistent, consistent and insistent

# *Super Star Strategy #6*

## **Go for the Appointment**

- Get them to tune in to **Wii FM**
- Ask them about their goals and strategies in the coming year
- Take an interest in their products, in their business, in their work.
- Hold your chin up, smile, and recognize you are offering a business opportunity to a fellow business partner. **It really is that simple.**



# ***Super Star Strategy #7***

## **Be Creative**

- Work to create **amazing** experiences that can only be achieved at your event.
- Get the sponsor involved in the creativity and the fun.
- Invite sponsors who are on the fence to come to your event the first year and introduce them to your successful sponsors – build a peer-to-peer relationship.
  - This is where you get to shine.
  - Many business owners think all you do is play anyway, so use that to your advantage – you are a celebration

**SUPER STAR!**



# ***Super Star Strategy #8***

## **Make the Sale**

- This is where the rubber meets the road – if you've prepared well, the proposal should sell itself, but you still have to ask.
- You've identified the Call to Action in your initial contact and have updated it during your face-to-face meeting. Finalizing the sale is showing you are a pro who will follow through for them.
  - Be very specific with visibility and rights they'll receive
  - Don't fall into the sympathy trap
  - Offer creative financing



# ***Super Star Strategy #9***

## **Keep the Sponsor in the Loop**

- It's more difficult to find a new sponsor than keep a current one happy.
- It's your job to make sure they make the most of their sponsorship.
- It's like any relationship – it's all about communication and expectations.



- Create a New Sponsor Kit
- Host a get together to introduce your sponsors to one another
- Share details with sponsors to build the excitement



# ***Super Star Strategy #10***

## **Involve the Sponsor in the Event**

- What are the key milestones – setting up the big tents, the sound check with the stars, the Mayor's proclamation? Invite the sponsors to be there to celebrate with you!
- Move beyond the mindset, "I've given them a booth, put their logo on the poster and hung their banner, I'm done."



- Need more volunteers? Invite the sponsor's employees to assist.



# Keeping Your Sponsors Happy Leading Up to and During the Event

- Be specific on deadlines and timeframes for everything
- Create a deadline checklist and include it in their Sponsorship Packet
- Create a special VIP area for sponsors to get away during your event (another great asset for the right sponsor)
- Assign a point person who is empowered to troubleshoot and make on-site decisions immediately



# ***Super Star Strategy #11***

## **Provide Post-Event Follow Up**

- Mail personalized thank you notes you've prepared in advance within 24 hours.
- Make a personal phone call within 1 week.
- Deliver a detailed final report with copies of all PR, ads, and relevant benefits within 60 days.
- Share files in their preferred format, so they can share your combined success with their key stakeholders in multiple media platforms.
- Request a post event face-to-face to deliver the report and obtain additional feedback.



# Nurturing the Relationship Post Event

- Share your successes and your challenges
- Ask them for their assistance
- Stay in touch throughout the year

Birthdays

Promotions

Congratulations on articles you see them in

During difficult times professionally and personally

Just because



# ***Super Star Strategy #12***

## **Renew for the Next Year (or Years)**

- If it was their first year with you, ask for a one year contract renewal. Update the benefits, and get them to sign up early.
- If it was a great success and they have a history with your event, explore the potential of multi-year contracts.
- Remember that they are a business and the ability to plan and budget for the partnership in advance is a great tool for them as well.



# Super Star Role Playing

## *Speed Dating for Sponsorship*

- Read your business scenario
- Pair off with your partner
- Introduce your event
- Brainstorm a partnership that is Win-Win
- Define the Call to Action



***SWITCH!***





# Mahalo

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