

# **IAAPA** Attractions **EXPO**

## **Sponsorship Sales – Generating Untapped Profits**

11/15/2007  
4:30pm  
Room #S330AB



## SPONSORSHIP SALES

Generating Untapped Profits



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## What is sponsorship?

Sponsorship is an investment, in cash and/or in kind, in return for access to exploitable business potential associated with an event or worthwhile cause.



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## Trends impacting sponsorship

- Branding
- Cause related marketing
- ROI
- ROE
- ROO
- Grassroots marketing
- Think globally, act locally
- Experiential/activation
- Database development
- Multicultural aspects
- More competition



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## TRENDS (cont.)

- Greater expectations
- Greater creativity
- More assets
- Customization/personalization
- Interactive opportunities
- Leverage with other partners
- Flexibility
- Virtual experience
- Promote through today's media (Craig's List, YouTube, etc.)
- Lower cost per touch
- Lifetime value of a customer



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## What sponsors want

- Increase sales
- Corporate hospitality
- Introduce a new product
- Expand use of current products
- Sampling
- Employee incentives
- Customer incentives
- Trade incentives



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## What sponsors want (more..)

- Product branding
- Differentiation from the competition
- Association with a particular lifestyle
- Heighten visibility
- Shape consumer attitudes
- Entertainment

What else can you think of?



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## Where do you find sponsors?

- Look at your competition
- Visit the web
- Read trade publications
- Read consumer magazines/newspapers
- Listen to radio
- Watch TV




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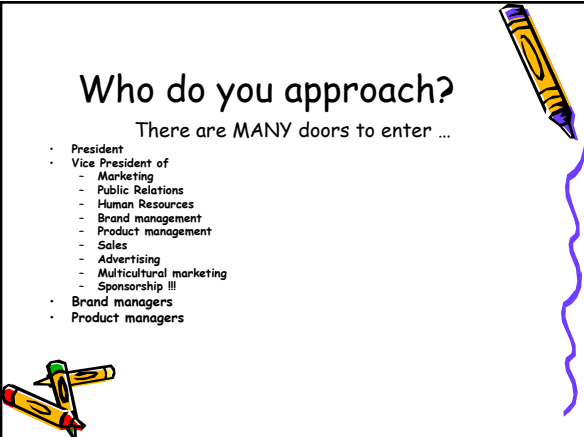
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## Who do you approach?

There are MANY doors to enter ...

- President
  - Vice President of
    - Marketing
    - Public Relations
    - Human Resources
    - Brand management
    - Product management
    - Sales
    - Advertising
    - Multicultural marketing
    - Sponsorship III
- Brand managers
- Product managers




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## When do you approach sponsors?

- MINIMUM 6 months ... preferably a year and sometimes as much as 18 months ... in advance
- Why?




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## How to get started with the sales process

- Hone your sales skills ... become a consultative salesperson
- Understand what you are selling
- Understand your client's budget cycle
- Understand the *value* of what you are selling
- Customize
- Negotiate
- Overcome objections
- Make it easy
- Follow through



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## Sponsor expectations

- Minimum 3:1 ROI
- ROE after three years
- ROO
- Respect for investment
- Honesty
- Deliver on promises
- On-site implementation
- Post-event follow through



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## What resources are available to you?

- Internet
- Sports Sponsor Factbook
- Entertainment Marketing Sourcebook
- Promo
- Event Marketer
- Local media (radio, TV, print)
- Festival Media Corporation (Festivals.com)
- What else? Where else?



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How to get started

Here are the 12 steps to sponsorship success



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Step One

Take Inventory



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Tangible inventory items

- Banners
- Radio/TV/Print
- Table tents
- On-site signage
- Posters/flyers
- Program books
- Brochures
- Billboards
- Tickets
- Payroll stuffers



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## Tangible inventory (cont.)

- VIP viewing/parking
- Mailing lists
- On-site sampling
- Audio announcements
- Product displays/sales
- Hospitality
  - consumers
  - customers/trade
- On-stage presence
- Cross promotions
- Internet
- Celebrity appearances
- What else?



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## Intangible inventory

- Prestige of property
- Recognition of name
- Market impact
- Community acceptance
- Audience interest/loyalty
- Audience compatibility w/sponsor's needs
- Category exclusivity
- Protection from ambush
- Protection from sponsor clutter
- Co-sponsor networking opportunities
- Sales opportunities



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## Step two

**Develop media and retail partners**



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## Step Three

### Develop your sponsorship offerings




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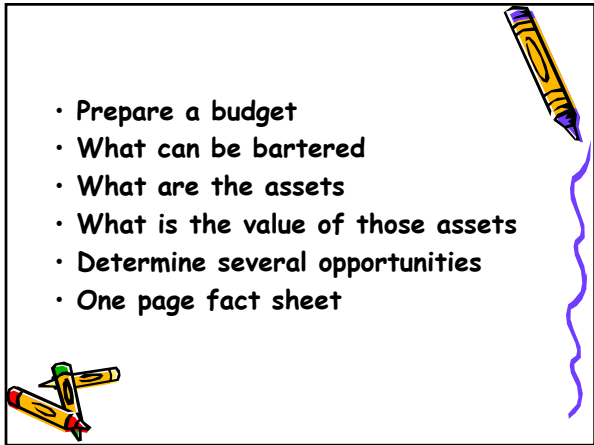
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- Prepare a budget
- What can be bartered
- What are the assets
- What is the value of those assets
- Determine several opportunities
- One page fact sheet




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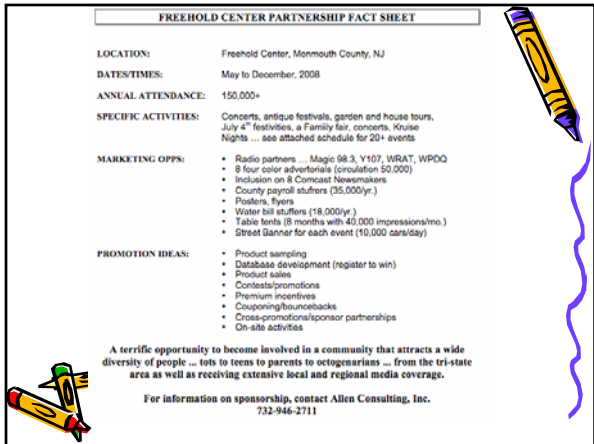
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FREEHOLD CENTER PARTNERSHIP FACT SHEET	
<b>LOCATION:</b>	Freehold Center, Monmouth County, NJ
<b>DATES/TIMES:</b>	May to December, 2008
<b>ANNUAL ATTENDANCE:</b>	150,000+
<b>SPECIFIC ACTIVITIES:</b>	Concerts, antique festivals, garden and house tours, July 4 <sup>th</sup> festivities, a Family fair, concerts, Kruse Nights ... see attached schedule for 20+ events
<b>MARKETING OPPS:</b>	<ul style="list-style-type: none"> <li>• Radio partners ... Magic 98.3, Y107, WRAT, WPDQ</li> <li>• 8 four color advertisements (circulation 50,000)</li> <li>• Inclusion on 8 Comcast Newsmakers</li> <li>• County payroll stuffers (35,000/yr.)</li> <li>• Posters, flyers</li> <li>• Water bill stuffers (18,000/yr.)</li> <li>• Table tents (8 months with 40,000 impressions/mo.)</li> <li>• Street Banner for each event (10,000 cars/day)</li> </ul>
<b>PROMOTION IDEAS:</b>	<ul style="list-style-type: none"> <li>• Product sampling</li> <li>• Database development (register to win)</li> <li>• Product sales</li> <li>• Contests/promotions</li> <li>• Premium incentives</li> <li>• Couponing/bouncebacks</li> <li>• Cross-promotions/sponsor partnerships</li> <li>• On-site activities</li> </ul>
<p>A terrific opportunity to become involved in a community that attracts a wide diversity of people ... tots to teens to parents to octogenarians ... from the tri-state area as well as receiving extensive local and regional media coverage.</p> <p style="text-align: center;">For information on sponsorship, contact Allen Consulting, Inc. 732-946-2711</p>	




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Step Five

Do initial sponsor contact



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Step Six

Go for the appointment



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Step Seven

Be creative



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Step Eight

Make the sale!



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Step Nine

Keep the sponsor in the loop



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Step Ten

Involve the sponsor



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Step Eleven

Provide post-event report



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Step Twelve

Renew for next year



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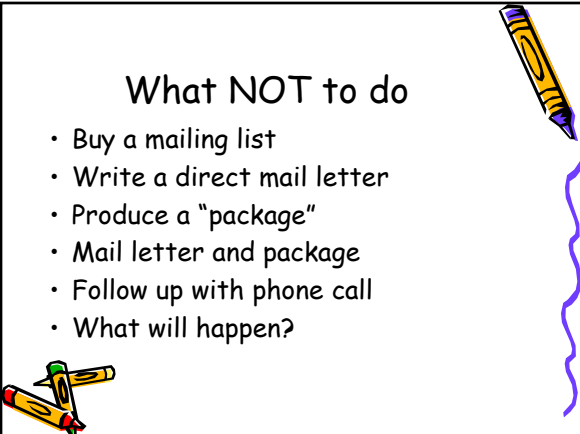
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What NOT to do

- Buy a mailing list
- Write a direct mail letter
- Produce a "package"
- Mail letter and package
- Follow up with phone call
- What will happen?



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A rectangular box containing contact information. In the top right corner, a yellow crayon with a purple eraser is shown drawing a purple wavy line down the right side of the box. In the bottom left corner, three crayons (yellow, green, and red) are clustered together.

Sylvia Allen  
Allen Consulting, Inc.  
[sylvia@allenconsulting.com](mailto:sylvia@allenconsulting.com)  
732-946-2711/cell 732-241-1144

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