



Event Sponsorship

The Cheat Sheet

Tip 1: Determine the motivation for sponsoring

When meeting with a potential sponsor it is important to keep in mind the main motivations for them to sign up. The conversation with your potential sponsor should suggest some of the reasons and benefits that they believe they can obtain from sponsoring your event. Some of these reasons might include to:

- Create and build brand awareness
- Be recognised for good Corporate Social Responsibility
- Stimulate sales, trials or usage
- Offer a platform for experiential branding
- Align their brand with a specific target market
- Host VIP clients through hospitality packages and 'money can't buy' experiences
- Offer incentives for high performing staff through hospitality packages

Tip 2: Develop a sponsorship prospectus – but be willing to customise

Potential sponsors will want to see a listing of benefits and an outline of the costs associated with sponsorship at the initial meeting so it is important that you are able to present a comprehensive sponsorship prospectus. This sponsorship document should include an outline of the event, a summary of the audience in attendance, testimonials from previous or ongoing sponsors, a breakdown of the different sponsorship levels, benefits, pricing and, most importantly, contact details and a commitment form. Some example benefits might include:

- Advertising opportunities (examples: signage, broadcast advertisement, social media, website banners)
- Hospitality packages (exclusive seating and food and beverage) or a sponsors only party
- Category exclusivity

- Access to mailing lists and databases
- Product sampling and display opportunities (stand at the event for distribution and promotion of products)
- Speaking opportunities
- Promotion in program booklet and on website

It is important to think of your sponsorship offerings as guidelines not packages as your sponsorship benefits should be able to be customised to suit the sponsor's objectives. For example some sponsors may prefer additional seating as part of the hospitality package rather than some of the advertising opportunities.

Tip 3: Determine your pricing

When determining the pricing of your sponsorship it is vital that you exceed the cost of producing the benefits and you also consider the exposure you are offering the sponsor.

Top Five Sponsorship Tips

1. Be confident in selling your event - have details about your track record and your events demographic.
2. Sponsors love exclusivity - think about exclusive parties, exclusive categories and naming rights.
3. Avoid signing on conflicting sponsors at high levels of membership.
4. Be prepared to customise your sponsorship levels
5. Develop a strategic hit list of sponsors rather than selling ad-hoc



Tip 5: Finding Sponsors

A great method of interacting with the corporate market and getting relevant contact details for potential sponsors is to join Townsville Enterprise as a member and utilise the various networking opportunities such as bi-monthly networking functions, business breakfasts and member database listings.

If you are looking for major brand sponsors, get in touch with the local representatives first and use them as the sales force to promote to head office!

Promote your sponsorship opportunities through similar avenues that you would use to promote your event. Use social media to launch your sponsorship prospectus and do regular updates on who has come on board as a sponsor. Make sure you have the sponsorship prospectus on your website ready for downloading.

Find newsworthy angles to push out the sponsorship opportunities and include contact details in the story to enquire about sponsorship:

- "ABC Event attracts national brand as sponsor"
- "Exclusive seatings at ABC Event for sponsors"

Promote your sponsorship through traditional mediums such as the local radio, TV and newspaper. If you can get a media partner on board early in the hunt for sponsors you might be able to get some in-kind/contra advertising.

Tip 6: Sales Approach

Ensure that you start the sales process well in advance of the event occurring – at least six months in advance to allow plenty of time for each company to reap the full benefits. Be familiar with your product and confident of the benefits you can offer through sponsorship. Remember that you might need to tailor your packages and be prepared to be a problem solver.

Tip 4: Do your homework and develop a sponsorship hit list

Before you reach for the phones and start calling potential sponsors develop a hit list of companies which might be interested in your event either due to the promotional opportunities that the event presents, the company's relevance to the event type and audience or the company's opportunity to host clients within the hospitality packages. Keep your sponsors in mind and protect their brands by avoiding meetings with competing sponsors (however this may be suitable for smaller levels of sponsors). For example you may not want to have both Ford and Holden as sponsors as it may dilute the benefits for both companies.

Your sponsorship hit list should include in-kind and cash sponsors and you should have an idea of what level of sponsorship you want to sell each company before meeting with them. Use magazines to source advertisers who might be interested in sponsoring and approach companies which sponsor similar types of events.

Townsville Enterprise can assist in developing your event sponsors hit list upon request.