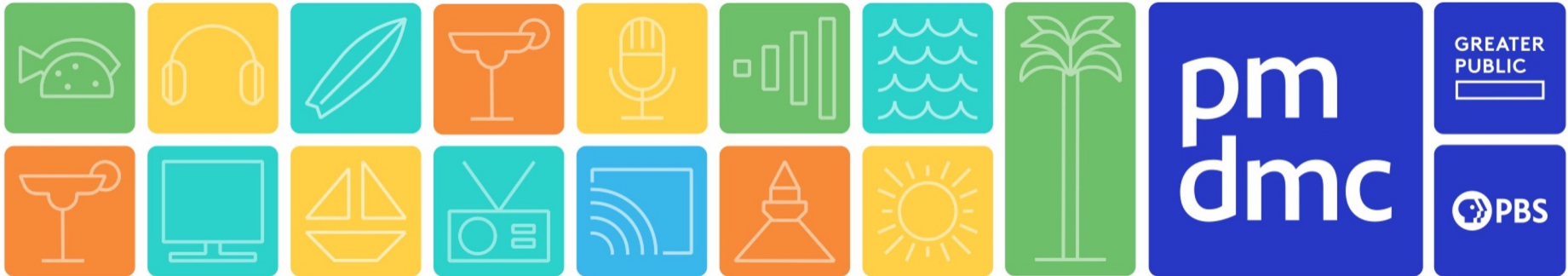


Top 10 Sponsorship Packaging & Sales Strategies for Events

Dan Kowitz

Founder & CEO, JSB Partnership Consultants



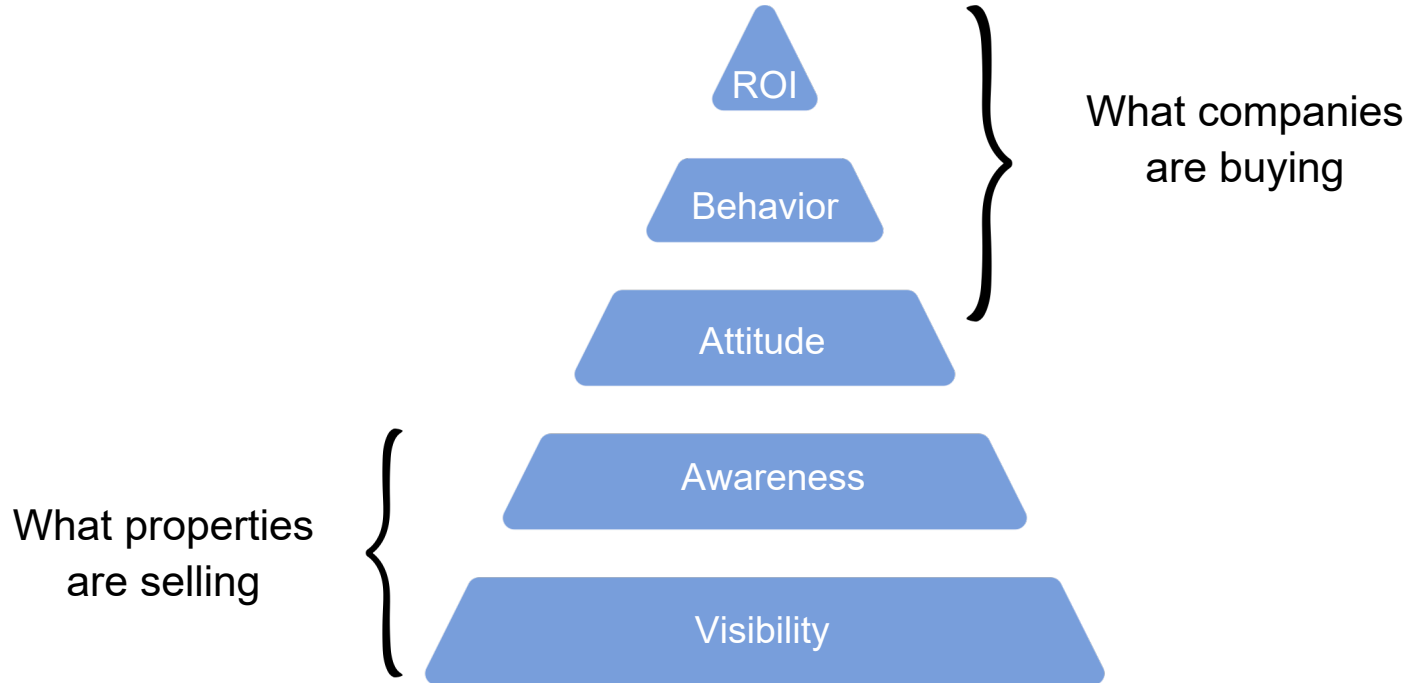
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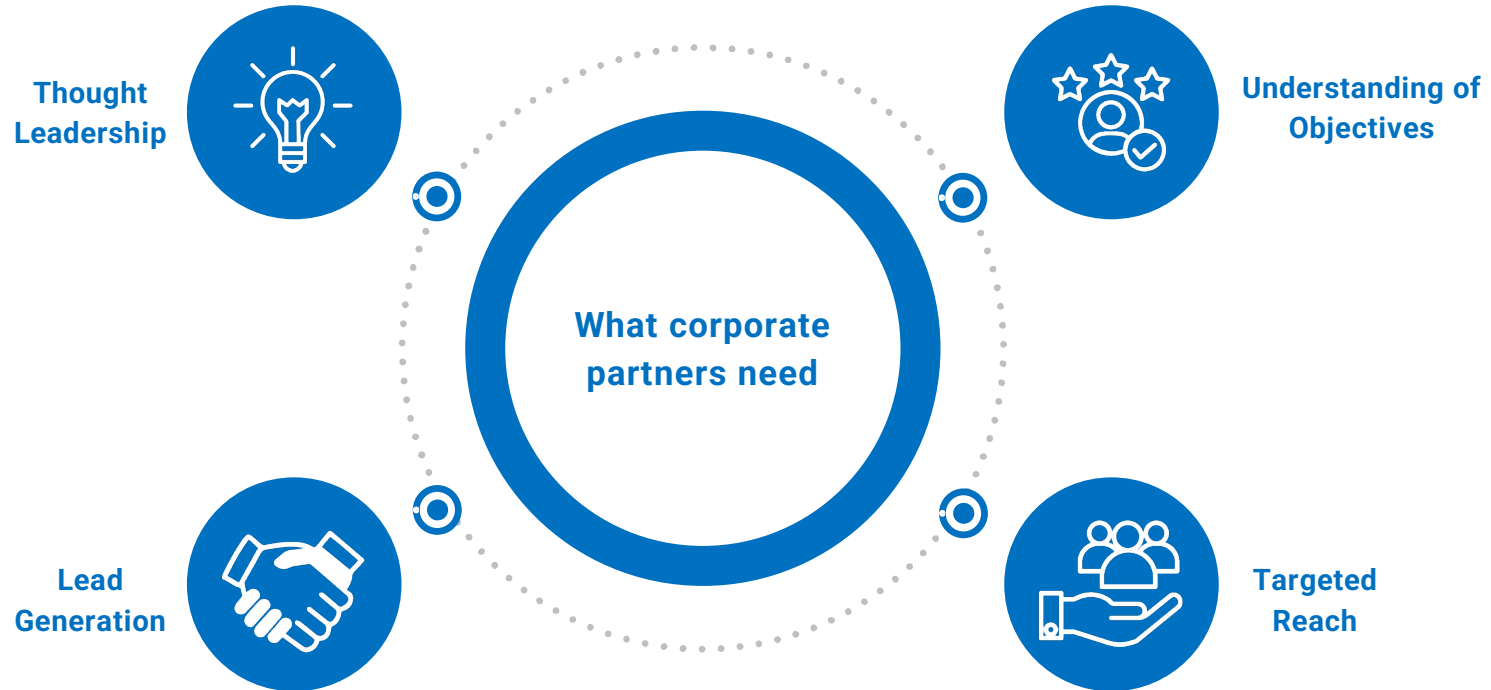


Sponsorship Marketplace

Sponsor Objectives have Changed



Collaboration is Key



COMPETITION

Competition is no longer limited to just other events or non-profits



Other Events and Causes

- Other community events
- Specialty and subject specific organizations and events
- Other types of events and organizations



For-Profit Event & Trade Publications

- Event and webinar producers
- Trade publications
- Sponsors that produce events and conferences



Digital Technologies

For example:

- Google
- Social media
- Zoom
- Artificial intelligence

pm
dmc

GREATER
PUBLIC



Drive New
Revenue Growth
Through
Sponsorship

Top 10 Sponsorship Packaging & Sales Strategies

1. Focus on content and audience experience

- Great content brings attendees and sponsors
- Develop events focused on audience experience and engagement
- More signage is NOT needed

Lolla & Snapchat

- Snapchat created an augmented reality (AR) map on their mobile event app that allowed attendees to navigate through the crowd and a life-size [AR mirror Snap Ghost Tunnel](#).



Sell more signage?

- What happens when you have too many logos represented?



2. Utilize non-event assets

Annualized assets:

- Digital live reads
- Social media (sponsored posts)
- Podcasts
- Sponsored/branded content
- Storytelling
- Influencers
- Website Ads
- Email blasts
- Rights to market the relationship

Nature's Bounty & Susan G Komen

#ShineBrighterForTheCure

- Nature's Bounty found the perfect group of diverse female creators, bloggers and micro-influencers in fashion, beauty and lifestyle.
- The campaign produced 25 high-quality photos capturing creators donning branded campaign t-shirts and Nature's Bounty product front and centered. The collective group of creators inspired over 200,000 Instagram users and generated nearly 500 comments!



Deliciously Savvy & TreCeuticals

Twitter Post

- Deliciously Savvy promotes all things related to family, food, and fun.
- [TreCeuticals sponsored](#) a [review](#) and a [tweet](#) with Deliciously Savvy. Deliciously Savvy regularly reviews different products related to personal care and home life, so this review felt natural to their audience.
- It was aligned with the brand's goal to help people feel more confident in their bodies.



Taco Bell & Snapchat

- Taco Bell sponsored a Snapchat filter for Cinco de Mayo. Snapchat is a photo-sharing platform that lets readers use filters to alter photos. Filters entertain users, and they got Taco Bell's message out.
- The campaign generated a lot of customer engagement as Snapchat users created their own pictures with the filter. The Taco Bell filter was [viewed 224 million times](#).



3. Bundle events and annual assets

- Larger deals come from a set of annually bundled assets
- Look at bundling events for certain prospects
- Sponsors spend more when they contemplate a full year deal in one discussion/pitch

Large Cause Campaigns

Timeframe based, but include:

- Events
- Retail promotions
- Extended promotional timelines
- Multiple donation avenues
- Shareable content
- Social/digital extensions
- Murals
- Digital hubs or microsites
- Annualized assets
- Video sharing
- Celebrity and PR campaigns
- Paid/trade media
- B2B extensions



American Heart Association®



4. Gain sponsor and prospect feedback

- Have direct dialogue with your sponsors and prospects
- Ask sponsors and prospects:
 - What are their goals?
 - What sponsorships work for them?
 - What event ideas do they have?
- Don't simply sell from a prospectus sent to hundreds of companies
- Collaborate with sponsors, don't just sell to them!

Toyota & NFL

- “We definitely went on a journey together. It's all about the power of relationship-building and cultivating trust.”
- “It's really getting to know each other and understanding each other's businesses, goals, and objectives. People do deals with people.”



5. Sell sooner!

- Most sponsors budget from spring through fall for the NEXT year
- Sponsors don't have much budget when you sell within the event year
- Sponsors don't like 10 different calls about 10 different opportunities

6. Offer targeted reach

- Sponsors usually have very specific audiences they want to reach
- Event type and audience need to match to sponsor business and objectives
- Its not always about your full audience reach!

Trevor Project & SoulCycle



- The Trevor Project and SoulCycle share a similar brand ethos around the themes of acceptance and support. SoulCycle introduced the sponsorship under the very organic tagline: “Ride as you are. Love as you are.”
- The spin business also created a fun video to showcase the collaboration and celebrate Pride, providing greater audience reach for The Trevor Project’s work
- In addition to the marketing element, SoulCycle created a special class pack for Pride Month, where 10% of all proceeds went to The Trevor Project



RIDE FOR THE TREVOR PROJECT
ON WORLD SUICIDE PREVENTION DAY 9/10
PROFITS FROM THE RIDE WILL GO TO
SUPPORT LGBTQ+ YOUTH IN CRISIS
SOULCYCLE West Village
126 LEROY ST, NEW YORK 212.996.7685

7. Price based on value to Sponsors

- Price should not be based on cost to your organization
- Price on reach and value to the sponsor
- Don't simply offer the metal levels
- Reserve most valuable benefits for largest sponsors!



Most Valuable Benefits

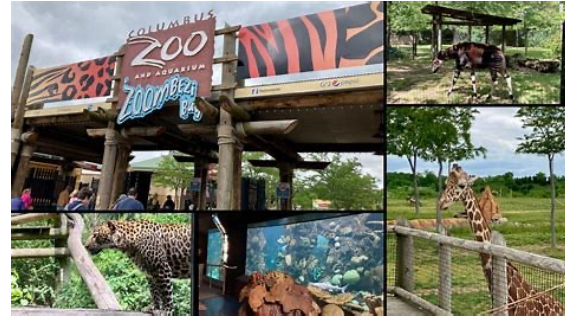
- Digital live reads
- Social media (sponsored posts)
- Podcasts
- Sponsored/Branded content
- Storytelling
- Influencers
- Owned event areas
- Website Ads
- Email blasts
- Rights to market the relationship

8. Prospect strategically

- Do your research
- Match prospects business to the current event and audience
- Better prospects vs. more!
- Find good brand fits

Columbus Zoo & AEP Ohio's Forestry Team

- Through their Trim to Treat® partnership, AEP Ohio's forestry crews regularly trim trees. These trimmings (called Browse) are important to animals diets and are donated to the Columbus Zoo & Aquarium
- On Forestry Fridays, zoo guests can feed giraffes with fresh branches and twigs that AEP trims away from power lines
- It's a win-win-win partnership. It benefits attendees, the animals and raises awareness about responsible forestry practices



9. Be aware of competition

- Sponsors have a lot of options for their budget
- Competition is not just coming from exact like events or organizations
- Competition is anywhere sponsors can spend their money

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10. Fulfill more effectively

- Offer high level servicing
- Provide data and tracking
- Schedule regular meetings to review deal activities
- Develop fulfillment reports for larger sponsors

Fulfillment Reports

What to include:

- Ask your sponsors – work with them!
- No single format – make it well organized
- Event photos
- Event and audience data
 - Demographics
 - Attendance numbers
 - Experience interactions
- Organization data
 - Web traffic
 - Overall audience demographics
- Specific benefit activation data from:
 - Posts, social/digital, other activations
- KPI's – work with your sponsors to determine how to track





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