

# **Reality Based Sponsorship- Why it works, How it works, WHEN IT WORKS!**

Presented by:  
Gail Lowney Alofsin  
President, Authentic Measurable Performance  
[gailalofsin@gmail.com](mailto:gailalofsin@gmail.com)  
401-640-4418

Hudson Valley Tourism  
April 2, 2008

“It’s what you learn---AFTER you know it all –That really counts.”  
Harry S. Truman

## **1) About “Selling” Sponsorship**

Sponsorship spending in North America 2006\* - 13.3 BILLION  
Note: Sponsorship spending in 1997 – 5.9 billion

\*source: IEG

## **2) 2006 Spending by type**

- Sports – 66%
- Entertainment/Attractions – 11%
- Festivals/Fairs/Events – 5%
- Causes – 10%
- Arts – 5%
- Association/Memberships – 3%

\*Source: IEG

## **3) “Gail’s take” on sponsorship**

- Partnership
- Showcase community responsibility
- Create/reinforce awareness
- Increase brand loyalty
- Sample/Product introduction (Broad/niche)
- Entertain
- Recruit/retain employees
- Drive Sales

Sponsorship Captures **5 touch points**: Sight, touch, taste, smell, hearing

#### **4) What sponsorship is not:**

A donation/“free stuff”/One sided/“understood”

#### **5) Challenges**

- Tracking the economic impact
- Execution/Activation
- Other Marketing Options
- National Financial Landscape

#### **6) Newport Harbor Corporation’s Core Events**

(Newportfestivals.com)

Spring Boat Show

*Schweppes* Great Chowder Cook-Off

*Snapple* Sunset Music Festival

Newport Waterfront Irish Festival

Taste of Rhode Island

Newport International Boat Show

International Oktoberfest!

The *Sovereign Bank* Family Skating Center

#### **7) Prospecting for sponsors**

- Business to Business
- Internet
- Existing Clients
- Trade shows and magazines
- Sell through opportunities (Electronic and Print)
- Reading (IEG Report, Event Marketer)
- OBSERVE: TV, Radio, Billboards, Bus stops

#### **8) Who to meet?**

- Marketing/Public Relations/Sales
- Brand Management/Product Management

- Human Resources
- Multi-cultural Marketing
- Advertising
- Office of the President
- Community Relations/Corporate Giving

### **9) Tangible benefits of events:**

- Booth for product distribution/sales/sampling
- Mailing list/Publications and Newsletters/Collateral
- VIP packages/tickets/parking/hospitality
- Signage

### **10) Intangible benefits that events offer:**

- Prestige of the event
- Category **exclusivity**
- Audience loyalty
- Networking opportunities with co-sponsors

### **11) Presenting your program:**

Sales Presentation – does your information resonate with their brand? Is there a fit? Analyze:

- Audience Alignment
- Trust/Knowledge/Concern
- Credibility
- Experience
- Testimonial – BE your products (Nextel, Pepsi, Helly)
- APPRECIATION
- FUN!

### **12) Performing –** *“There are no little things.”*

- Outline of sponsor objectives
- The “nitty gritty” -Be specific about benefits and commitments

- Communicate vertically and horizontally
- Execution – TURNKEY!
- Wrap up/Re-cap Reports
- Sponsor/Client Questionnaire

### **13) Renewals - Wrap-up “Reports”**

- Outline of Program and Objectives
- Overview of event
- Copy of radio promo spot /television promo
- Appreciation letters from “fans”
- Photo album/Framed Poster/Collage
- Print collateral/T-shirt
- Thank you ad/Letter to editor

## **BIG ideas on a small Budget**

### **1) “Just the fax, ‘ma’am’ ”**

- Fax Cover Sheet
- Note Pads
- Thank You Cards
- Letterhead
- “Goody Bags”
- Music on Hold
- Wristbands
- Website

### **2) “Be Everywhere”**

- Direct Mail
- Flyers
- Newspaper
- Radio
- Television
- Internet

### **3) Know your “partners”**

- Advisory Boards
- Synergy Meetings
- Wrap Up Meetings
- Surveys
- Networking
- Working with your CVB – Marketing Meetings

### **4) Be everywhere - “Pizza Man”**

- Pizza boxes and ads
- Milk Pints
- Bottle Toppers
- Door Knobs
- Menu covers
- Back of tickets

### **5) Honey, I forgot the kids!**

- T-shirts / stickers
- Theme Gifts
- Food coupons
- Sponsor families – Rule of 4
- Free Admission
- WINTER PACKAGE PROGRAMS (Work with your CVB!)

### **6) “In kind”/”Budget Relieving” sponsors**

- Print (brochures/posters/tickets/counter cards)
- Television
- Radio
- VIP tent – add one to your event  
F&B (Cabot Cheese, Raw Bar, cookies, beverages)
- Restaurant gift certificates
- Airline tickets/Hotel Rooms