



There's more  
than just  
the TRI!

## Win-Win-Win

- Event Wins – injection of cash or contra, provision of additional services etc
- Sponsor Wins – association with event, chance to market to event attendants
- Target market / attendees Win – THIS IS THE BIG ONE

## Why Sponsor an Event

- Every sponsor has different reasons for sponsoring
- Can be as simple as supporting a local event, they enjoy attending your event to increasing their sales and reaching a new audience – make sure you know why!

## Sponsorships Sales

- What rights / benefits are you selling?
- Distinct sponsorship levels – Naming Rights, Gold, Silver, Bronze
- All proposals are tailored – nothing generic!
- Synergies with the sponsor
- Importance of the proposal
- Pricing – too high, too low OR just right!

## Return on Investment

- What is it and how do we measure it?
- How does your sponsor measure it?
- What do you do when your benefits are intangible?
- Mix of experiential benefits and trackable (SMART) benefits

## Activation – beyond the agreement

- You have a sponsor contracted.... What's next? Discussion re activation, do they want to activate over and beyond what has been agreed?
- Do they have an activation budget? Activations can be complex or simple, only limitations are your imagination and operational requirements... GoPro / Movember Instagram competition.

## Leveraging

- How do your sponsors leverage off your event?
- Providing your event social media content – consumer generated content
- What can they do before the event starts and after the event ends? Website, e-news, mail outs, pre event function, race kits
- What do they do at the event?
- How do you integrate them into your event?

## Sponsorship – Making YOUR event better

- What are the worst things and best things about your events? What are the pressure points – for example Check In (Smiddy provided water), getting bikes into transition (Specialized provided gifts to any athlete with a Specialized bike)
- Are there times when people are queueing / waiting – do you have a sponsor who can interact at this point?



## Know your target market / know your sponsor

- Example of our target market
- What exactly does each sponsor get out of a relationship with your event
- Brand awareness is not enough – “more than the sign on the sideline”

## Who's managing your sponsors?

- Dedicated point for contact for any sponsors
- Onsite contact – pressure points?
- Account manager
- What happens if something gets missed? Upfront communications and one person responsible for ensuring deliverables
- Tracking benefits received and benefits offered

## New sponsorships

- Cash and contra
- Long term supplier agreements with a sponsorship component

## Post event – next steps

- Immediate thank you and event wrap email
- Images of event and their activations / signage etc
- Debrief – take the time to talk
- LISTEN to feedback and include as part of your post event internal debrief
- Resign – easier to resign than to sell, do it now!
- UP-SELL
- Reporting – stats, growth, demographics