

Creating Sponsorship Proposals That Sell

By Bruce L. Erley, APR, CFEE

Creative Strategies Group

- I. Ten Keys to Effective Proposals
 - A. Customization, Not Preprinted
 - B. Rifle shot, not shotgun prospecting
 - C. Look for “natural fits”
 1. Customer
 2. Product
 3. Geographic
 4. Past sponsorship experience
 5. People
 6. Aggressive marketing efforts or competitive positions
 - D. Do Your Homework - Internet, Business Publications Assessment Interviews
 - E. Take on Your Sponsor’s perspective, not yours
 - F. Fulfill Their Objectives
 - G. Find the “fit” between their customer and your attendee
 - H. Sell Benefits, not Features
 - I. Speak Their Language “Market-ese”
 - J. Sell Value - Not Price

- II. Creating a Proposal that Sells (Use the 6 “Cs”)
 - A. Content
 1. Executive Summary (Page one or cover letter)
 2. Event Overview
 - a. Paint a colorful picture of the event
 - b. What, When, Where
 - c. Who
 - d. How, Why
 3. Highlight Bullets
 4. Audience Profile
 5. Sponsorship Opportunity
 6. Rights & Benefits (*See Addendum One*)
 - a. Level, Naming Rights, Exclusivity
 - b. Telecast- Related
 - c. Advertising & Media Benefits
 - d. Promotional Benefits (collateral)
 - e. On Site benefits (signage, sampling, etc.)
 - f. Direct Marketing (mailing lists)
 - g. Hospitality (tickets, parking passes, receptions, etc.)
 7. Sponsorship Fee & Terms
 8. Conclusion, Call To Action & Thank You

B. Conciseness

1. Assume they will give it an initial five minute review
2. Use bullets when possible
3. Clear, concise writing, short paragraphs (not a creative writing class)
4. One Page Executive Summary with fee
5. Three - six pages total
6. FEW additional handouts (don't give tons of clippings, brochures, annual reports, photos, etc.

C. Customization (*See Addendum Two*)

1. Don't use preprinted, "universal" proposals
2. Use the information you've learned from your homework
 - a. Marketing campaign themes
 - b. Use their words, restate what you've read
 - c. Re-articulate their Community/Employee focus
 - d. Audiences/Customers
3. How might they use your event to fit into their ongoing activities
 - a. Sales & Marketing programs
 - b. Special promotions
 - c. Community Service activities
 - d. Employee programs
4. Create specific sample ideas
 - a. Organic
 - b. Relevant
 - c. Interactive
 - d. Wow Factor

D. Creativity

1. Look outside the square
2. If you don't have an asset that fits your sponsor, create one
3. Can you create special cross promotions between your sponsors
4. Brainstorm "activations" ideas and uses for their sponsorship/how you can increase its impact on their customers

E. Cost

1. Don't be apologetic or sheepish
2. Don't give a price range
3. Position it as an investment not an expense or contribution
4. Don't sell off pieces of the sponsorship a la cart
5. Ask for deposit with signed deal
6. Give payment dates for balance

F. Call To Action

1. Restate value, benefit
2. Ask for agreement
3. Set deadlines Keep in driver's seat - You'll call them back on (date)

Bruce L. Erley, APR, CFEE
President & CEO
Creative Strategies Group
11880 Upham Street
Suite F, Broomfield, CO 80020

berley@csg-sponsorship.com

(303) 558-8181
(303) 438-5613 FAX

Addendum One: Sample Sponsor Package:

- ❖ **Exclusive Presenting Sponsor of the (Event)**
 - (Company) brand receives exclusive marquee status connected with the (Event)'s name (e.g. "(Company) *presents* the 2010 (Event)")
 - Presenting Sponsor provided with dominant presence to an estimated live audience of 15,000 people attending (Event)
 - Category exclusivity for your business or industry
 - Official use of (Event) logo through term of agreement

- ❖ **Exclusive Proprietary Rights as the Name Presenter of a Festival Feature**
 - Right to select one of the Festival's top venues or programs for proprietary presentation rights (e.g. "(Company) (Asset)")
 - Special recognition for (Asset) includes:
 - ◆
 - Exclusive proprietary signage at (Company) (Asset)
 - Ability to create special activation activities in association with asset

- ❖ **Guaranteed Media Coverage**
 - Primary logo or name recognition in all paid and promotional advertising valued at \$15,700 from (Event) media partners including:
 - *Daily Tribune* (six 4 x 5 ads) valued at \$4,500
 - Acme Cable (60 spots) valued at \$8,000
 - KBLE Radio (35 spots) valued at \$3,200
 - Title Sponsor status in all press kits and general news releases

- ❖ **Full Promotional Rights**
 - Top-level, Title Sponsor trademark recognition in all (Event) promotional materials including:
 - (Event) stationary used for all news releases, volunteer information, and exhibitor materials
 - Promotional postcards sent to more than 5,000 (City) area residents
 - 100 Promotional Posters distributed throughout (City)
 - Dominant presence in 1,000 Official Programs distributed at the (Event) including:
 - Logo on Program Cover and on interior sponsor page
 - Full page advertisement on back cover
 - Opportunity to provide letter of welcome from (Company)
 - Logo on street banner displayed for one month over Main Street in Downtown (City) seen by 12,700 passing vehicles
 - Logo on five (5) light post banners on Main Street for month prior to (Event) seen by 58,000+ vehicles

❖ **Direct Marketing**

- Logo recognition with link on (Event) page on [www.\(City\)ArtsFest.com](http://www.(City)ArtsFest.com)
- Logo in e-mail blast sent to all Arts Guide members promoting (Event) attendance
- Three time (3x) use of the (Event) sweepstakes registration list

❖ **Extensive On-Site Recognition**

- One 10' x 20' exhibition area to be located in a premium high traffic area
- Logo on (Event) Welcome Banner
- Placement of six (6) Sponsor logo banners throughout (Event) grounds
- Logo included on (Event) "Sponsor Marquee" banner
- Exclusive presenting signage at selected (Event) feature (e.g. Main Stage)
- Audio recognition throughout each day from the Main Stage
- Opportunity for (Company) spokesperson to welcome attendees from Main Stage

❖ **Customer Relations and Staff Benefits**

- Hospitality Benefits for distribution to key customers, clients and employees:
 - Access for up to twenty (20) of your guests at the private (Event) Hospitality Tent
 - Ten (10) complimentary (Event) posters

Addendum Two: Custom Section

This proposal to (Company) presents the opportunity to become a top-tier Presenting Sponsor of the (Event). (Company) will be joining a prestigious group of corporate partners of this popular event.

Creating positive brand experiences is the cornerstone of this sponsorship proposal. (Company) will have the unique opportunity to create consumer experiences while building affinity with a highly desirable audience. Your sponsorship includes complete category exclusivity for (Category) and provides numerous means in partnership with the (Event) to create awareness and visibility, support your brand, increase sales and entertain clients. Specifically, this proposal is designed to fulfill the following marketing and communications objectives for (Company):

- ▶ Objective One
- ▶ Objective Two
- ▶ Objective Three

Sponsorship is a marketing platform upon which to build. Maximizing your sponsorship is one of our top concerns. How can your association with the (Event) be made unique, relevant, interactive and fun? Some preliminary thoughts include:

- ▶ Activation Idea One
- ▶ Activation Idea Two