

IFEA Annual  
Convention & Expo

# The Cards You're Dealt: Drawing a Full-House of Sponsorship Success

Sylvia Allen  
President  
Allen Consulting



# HOW MANY OF YOU ARE POKER PLAYERS?

**If you are in sponsorship sales you are!**

This session is going to deal with sponsor attitudes/trends and how you can have the winning cards for success!



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# SPONSORSHIP OBJECTIVES IN GENERAL?

## Top 5

1. Create awareness/visibility
2. Increase brand loyalty
3. Change/reinforce image
4. Drive retail/dealer traffic
5. Stimulate sales/trial/usage



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# SPONSORSHIP OBJECTIVES ... SECOND TIER

Showcase community/social responsibility  
Sample/display/showcase products/services  
Entertain clients/prospect



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# **SPONSORSHIP OBJECTIVES ... B TO B**

**Top 3 ... B to B**

**Drive retail/dealer traffic**

**Entertain clients/prospects**

**Sell to sponsee**



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# WHAT ARE THEY BUYING?

Demographics

Attendance

Fan Passion/affinity

Psychographics

Growth trends in property category

(for B to B) Interest among trade/dealers



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# WHEN ARE THEY BUYING?

50% now through year end

25% first quarter 2013

Balance during the year



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# WHAT BENEFITS ARE IMPORTANT

Category exclusivity

On site signage

Broadcast ad opportunity

Title of proprietary area

Presence on property website

Social media activity



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# WHAT ISN'T AS IMPORTANT

Ad in program book

Mailing list/database

ID property collateral materials

Right to survey audience on-site

Opportunity to participate in turnkey retailer promos



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# GOING FORWARD!

To have a winning hand ...

Look at your sponsorship offerings

Prioritize by sponsor value

Of course, the best way is to ask them what is important!



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# WHAT QUESTIONS/PROBLEMS DO YOU HAVE?

Sylvia Allen

732 946 2711/cell 732 241 1144

sylvia@ifea.com

Judy Garland commercial! ☺



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