

# On-Site Marketing Partnerships

Wednesday, Sept. 23  
10:30 – 11:30



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Partnerships  
National Cherry Festival  
Traverse City, MI



ANNIVERSARY CONVENTION & EXPO

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# What We'll Cover...

- Define On-site Marketing
- What the Partners Want
- How to Prospect
- Valuation
- Pre-Event Communications
- On-Site Logistics
- Examples



# On-site Marketing - *What Is It?*

Interactive On-Site Brand Presence Which Enhances the Property and the Guest Experience, while Facilitating a Relationship Between Consumers and the Sponsor

- Provides a vehicle for companies to create a dialogue and leverage consumer passions through a live marketing experience
- On-site Marketing (Mobile Tours) can be a lucrative experiential marketing asset that will deliver crucial ROI to the sponsor, while enhancing the experience of your guests
- Tractor-Trailer Rigs, Pop-Ups, Cooking Demos, Sampling Venues, Display Buses, Sports Team Attractions, Military Exhibits, Product Displays, Roamers, Personalities

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# Sponsorship without activation is vanity!

## On-site Marketing...

- Leverages their investment
  - Integrates across all touch points
    - Integrates into rest of marketing strategy
    - Incentivizes customers
  - On-site can be the leverage piece that helps sell sponsorship positions
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# What *You* Want from the On-Site Marketing Partnership

- Generate Revenue
  - Satisfy your Sponsors / On-site Partners
  - A Presence that Enhances Your Event
  - Trouble-free Implementation
  - Long-term, Sustainable Relationships
  - Referrals / Testimonials
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# A Good *Logistical* Fit for the Property?

- Load-In and Load-Out
  - Proximity to Utilities
  - Foot Traffic – Desirability
  - Number / Preference of Days
  - Programming Conflicts?
  - Stakeholder Sentiment
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# What the *On-site Marketer* Wants

- Brand Experiences That Allow Them To Interact With Consumers Who Are Enjoying Themselves
  - Large Target Market Foot Traffic Position
  - Leveraging Opportunities
  - Convenient Logistics
  - Professionalism
  - Meet Stated Objectives for the Client
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# A Good *Logistical* Fit for the Marketer?

- Mobile-Friendly Event
  - Experienced Staff
  - Ease of Ingress and Egress
  - Easy Utility Coordination
  - Number / Preference of Days
  - Routing Convenience
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# Prospecting Preparation

- Detailed Audience Research
- Complete Program of Benefits
- Understand Their ROI / ROO Metrics
- Good Event and Site Pictures
- Testimonials

# Prospecting - Research and Resources

- Existing Sponsor Base
- Events That Have On-site Marketing
- Trade Publications
- IFEA
- IEG – [www.sponsorship.com](http://www.sponsorship.com)
- <http://www.marketinggenome.com/> for planning tactics
  - [http://www.linkedin.com/redir/redirect?url=http%3A%2F%2Fhub%2Ely%2FH013bBD0&urlhash=vrC6&\\_t=tracking\\_anet](http://www.linkedin.com/redir/redirect?url=http%3A%2F%2Fhub%2Ely%2FH013bBD0&urlhash=vrC6&_t=tracking_anet)
- Event Marketer <http://www.eventmarketer.com/>
  - Alphabetical or regional sorting
  - <http://superbook.eventmarketer.com/category/agencies>

# Request Full Specifications

- Narrative Description
- Dimensions and Orientation
- Entrance / Exit Sides
- Stairs? Handicap Accessible?
- Power Requirements
- Other Utilities Needed or Desired – Water
- Support Vehicles?
- Trailer or Pop-Ups?

# Full Specifications, Cont'

- Staffing
- Sampling or Roamers
- Signage & Banners
- Stanchions for Visitor Lines
- Recycling and Waste Handling
- Internet Access
- Generator & Fueling
- Hotels / Transportation
- Parking

# ON-SITE MARKETING INFORMATION FORM

- COMPANY NAME \_\_\_\_\_
- CONTACT NAME \_\_\_\_\_ PHONE \_\_\_\_\_
- ALTERNATE PHONE (CELL, PAGER, VOICE MAIL) \_\_\_\_\_
- E-MAIL ADDRESS \_\_\_\_\_
- ALTERNATE KEY CONTACT \_\_\_\_\_ PHONE: \_\_\_\_\_
- E-MAIL ADDRESS \_\_\_\_\_
- TOUR DRIVER NAME \_\_\_\_\_ CELL# \_\_\_\_\_
- HOTEL NAME & PHONE \_\_\_\_\_
- DISPLAY FOOTPRINT SIZE \_\_\_\_\_
- ARRIVAL & DEPARTURE DATES & TIMES \_\_\_\_\_
- POWER REQUIREMENTS \_\_\_\_\_
- MUSIC OR P.A. ANNOUNCEMENTS \_\_\_\_\_
- SPECIAL NEEDS \_\_\_\_\_
- COMMENTS & SUGGESTIONS \_\_\_\_\_

*PLEASE SEND COMPLETED PDF BACK TO CHUCK BY JUNE 14, 2015*  
*[chuck@cherryfestival.org](mailto:chuck@cherryfestival.org) PHONE: 231-947-4230 x101*

# Valuing On-site Marketing Partnerships

- Festivals: \$1,000 - \$3,000 per day
- Larger Properties - \$3,000 to \$7,500 per Day
  - Consider Agency Fees
  - Attendance Statistics of Target Market
  - Allow Product Sales? Roaming?
  - Negotiate for Fit, Size, Position,
  - # Days & Which Days
  - Offer Added Value Opportunities
  - Social Media Attachments

# Pre-Event Communication

- Contract Signature, Check & Insurance
- Website Links
- Program Ad and Media Options
- Hotel Recommendations
- Bannering / Signage
- Property Contact Info.
- Reminder - Information Form
- Referral Request
- “Coming Attractions” in Event Program



## *National Cherry Festival Interactive Attractions!*

### **Activities in and near the Festival Open Space Park located on the shores of West Grand Traverse Bay at the Corner of Union St. and Grandview Parkway**

- **Verizon Wireless**

Visit the Verizon Wireless Drop-Deck mobile display and see all of latest devices from Verizon Wireless - live and interactive. We've got music, contests and games, and even some prizes.

*July 2 - 9 in the Festival Open Space Park - Marina Drive*

- **Toyota & Northern Michigan Toyota Dealers**

Toyota is the Official Automotive Sponsor of the National Cherry Festival. Our Northern Michigan Toyota Dealers will host a display of new Toyotas at this year's Cherry Festival, right on Marina Drive in the Open Space Park main venue.

*July 2– 9 in the Festival Open Space Park*

- **Good Health Saunas**

One of the most popular benefits of an infrared sauna is weight loss. The FAR Infrared sauna's energy penetrates deeply into the body producing a warming, relaxing and detoxifying effect. Stop by and visit with a Good Health Saunas representative to learn more all week long at the National Cherry Festival.

*July 2 – 9 in the Festival Open Space Park*

# Pre-Event Checklist

- Develop a Database and Timeline
- Communicate with Client / Agent & Tour Driver
- Verify Key Contact Information
- Confirm Arrival, Directions, and Load-In Plans
- Confirm Footprint
- Secure Signed Contract, Insurance and Check
- Confirm On-site Operations Commitments
- Coordinate Added-Value Sponsorship Benefits

# On-site Marketing Logistics Spreadsheet - 1

SPONSOR	CONTACT	NUMBER	CELL #	ARRIVAL	DATES	LOCATION	POWER - MISC
AT&T Yellow Pages	Richard Thornbury	616-464-207	616-570-348		7/2 - 7/9	Welcome Center	NA
Basic Communications	Jack Tharp	(231) 941-663	(231) 492-906	7/2 7:30a	7/2,3,8 9	Marina Drive	1x 8' table + 2 chairs
Beaver Creek Resort	Dave Ramsey	(877) 295-333	(989) 614-082	7/2 7:30a	7/2 - 7/9	Marina Drive	1x 8' table + 2 chairs
Crocs	Robert Vertuca		303-618-599		7/2 - 7/9	Marina Dr.	
Easy Rotor Helitours	Eric Swanson		(616) 780-176	1-Jul	7/2 - 7/9	Marina Drive	1x 8' table + 2 chairs
Fifth Third Bank - ATM	Brad Athey		513-554-875		7/2 - 7/9	Beer Tent	10 x 10 tent NCF
Good Health Saunas	Ryan Stearns	(920) 809-012			7/2 - 7/9	Marina Dr.	20-amp 4
Grand Bay Marine	Mike Sinnard		(231) 649-489		7/2 - 7/9	Upper Deck SE	NA
Great Lakes Golf Cars	Mark Schickel	(231) 258-704	(231) 409-893		7/2 - 7/9	Marina Drive	They bring own tent
McCafe - Moroch	Ovington Prophete		347-869-359		7/8 - 7/9	Marina Drive	access to Ice, hose

# Logistics Spreadsheet - 2

LOCATION	Dimensions	2-Jul	3-Jul	4-Jul	5-Jul	6-Jul	7-Jul	8-Jul	9-Jul	
		SAT	SUN	MON	TUE	WED	THUR	FRI	SAT	
<b>Upper Deck - OSP North</b>										
Grand Bay Marine	50 x 20 space	x	x	x	x	x	x	x	x	
<b>Lower Deck - OSP Central</b>										
ATM - Fifth Third Bank	10 x 20	x	x	x	x	x	x	x	x	
Sensodyne - MosaicXM	40 x 60					x	x	x	x	
Ruthie! Country Fresh Cow	Fake Cow Size	x	x	x	x	x	x	x	x	
TV 9&10	65 x 15 or 35 x 25	x	x	x	x	x	x	x	x	
TV 9&10	10 x 10	x	x	x	x	x	x	x	x	
WTCM	10 x 10	x	x	x	x	x	x	x	x	
<b>Marina Drive</b>	185' x 44'N 52' -44'									
Baby Changing	20 x 20?	x	x	x	x	x	x	x	x	
<hr/>										
Basic Communications - IMG	10 x 10	x	x					x	x	

# It's Showtime!

- Receive the Driver onto the Property
- Introduce the players and & answer questions
- Have Ops help place unit
- Hand over parking passes, tickets
- Arrange for requested utility hook-ups
- Discuss ROI and metrics with manager
- Check on needs throughout each day
- Plan and coordinate their exit the day before
- Meet on departure day to facilitate their exit
- Call to follow-up on their experience

# Considerations...

- 20 – 30% of your sponsorship revenue might come from on-site marketing
  - Recognize that your City or other stakeholders may not like the image (commercialization)
  - Primary question when considering on-site: Does it enhance the experience for patrons. If not, does the monetary incentive outweigh the need to satisfy the patron?
  - Millennial's want an experience
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