

THERE'S AN

APP FOR THAT

Dear Sponsor Doc:

You mentioned in your last column that you have come across some new technology that might help in sponsorship sales. Can you share some of your discoveries?

B.H., Hartford, CT

Dear B.H.

Over the just past year, we have come across several technologies that we are really excited about. The most useful ones are those that provide solutions to some of our most daunting problems when it comes to selling sponsorship...

1. What really is our attendance?
2. How much is my sponsorship package actually worth?

Counting Heads: Providing accurate attendance for live, ungated events has been a perennial problem for event producers. Sure, I can get a reliable attendance number for a ticketed event, but how can I accurately measure attendance for a festival with multiple entrances and constant crowd "churn" throughout the day.

We were recently introduced to **LiveGauge** (www.livegauge.com) by one of our event sponsors. Our sponsor had a small black box in their exhibit space that was counting the number of mobile phone signals that came within a ten-foot "geo-fence" of the LiveGauge sensor. Not only did it tell them how many phones it detected, but how long they stayed before leaving the monitored zone. They were doing this not only to gauge the appeal of their booth in attracting people, but also to determine the "linger time" which told them about the effectiveness of their sales presentations.

Wow! My mind was blown! If this could be used in this fashion, perhaps we could use the same technology to *finally* get accurate numbers for our events.

I immediately contacted LiveGauge, which is based in Toronto. First I learned that 96% of adults in the U.S. carry mobile phones. Then I discovered that we can set-up multiple monitors at various event entrances or event assets (main stage, children's area, etc.) that will coordinate data between the monitors on an online dashboard.

CSG has several monitors on the way to us for some experimentation. We have invited LiveGauge to come to the next IFEA Annual Convention & Expo in Tucson, AZ to present and exhibit this fall. We will report back.

Determining Value: Another elusive issue in selling sponsorship has been the question, is the fee I'm asking worth it? Am I charging too much or even worse, too little for what I am offering.

Up to this point, determining sponsorship value has been a long, arduous and expensive process. If you have the know-how, you could do it yourself in 20-30 hours, or you

can hire an agency which will charge anywhere from \$12,000 to \$100,000 depending on the size of your property.

Enter SponsorFeePro. For about two years, we have been collaborating on a new online sponsorship valuation service created by some really smart people in Denver. CSG has created the valuation templates for fairs & festivals, parades, airshows and a few other property types.

Essentially you go online at www.SponsorFeePro.com and pick the type of event you want to value. It prompts you through the rights and benefits you are offering (e.g. media promotion, materials ID, online and social media posts, hospitality, etc.), and then calculates a reliable price range that your sponsorship package is worth. We have compared it to our valuations and find it to be highly accurate.

We have found that it takes two- four hours to complete (you can keep going back to it over time to complete) and the cost is very reasonable for even smaller properties.

They were at the IFEA's Annual Convention & Expo last year in Tucson, AZ, and I am sure they will be back again in September.

B.H., I hope this information is helpful. If you, or any of our readers discover new technologies for our industry, please pass them along the The Sponsor Doc, and I'll conduct an examination and diagnosis.

The Sponsor Doc

With more than three decades in sponsorship sales and consultation, **Bruce L. Erley** is the President and CEO of the Creative Strategies Group, a full-service sponsorship and event marketing agency based in Denver, Colorado he founded in 1995. Accredited in Public Relations (APR) by the Public Relations Society of America and a Certified Festival & Events Executive (CFEE) by the International Festivals and Events Association, Erley is a highly-regarded speaker on event marketing and sponsorship having spoken on the topic around the world in such places as Dubai, Vienna, Beijing, Toronto and New York.

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