

The **TACTICAL** GUIDE

to

SPONSORSHIP SALES



Become a magnet
for sponsorship.



THE SPONSORSHIP
— COLLECTIVE —

sponsorshipcollective.com

Welcome!

Congratulations on taking this step towards your success as a sponsorship seeker. This user's manual was designed with the sponsorship seeker in mind. We skipped the theory and instead chose to focus on tactics, templates and tools that have been tested on real sponsors.

How to Use the Manual

The design of this manual is simple. Rather than reading the entire manual, instead find the template or section that applies to your particular stage in the sales process and use it! Read the template, read the instructions, plug in your information and start selling sponsorship. *That's it!*

About The Sponsorship Collective

At The Sponsorship Collective, our goal is simple. We want to help you, the sponsorship seeker, find clarity, stand out from the crowd and build lasting partnerships in a repeatable and scalable way.

We help you go from spinning your tires to building real partnerships...

Note:

The information contained in this material is strictly for educational purposes. Therefore, if you wish to apply (or not apply) ideas contained in this material, you are taking full responsibility for your actions.



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Launching Your Sponsorship Program!

If you need to kickstart your sponsorship program, get up and running fast or re-launch after some time off, this is the checklist to follow.

Stage 1: Prospecting and Pipeline Building

- Make a sales chart in Excel (or use your database!) with the following headings: Prospects, Contact Made, Meetings Booked, Proposal Submitted, Follow-up Meeting, Outcome
- Identify 25 prospects as a starting point and enter them as a “prospect”
- Begin to move them through the pipeline
- Focus on moving prospects from one step to the next, not on closing the sale in the first meeting
- Check out your competitors to see who is sponsoring them
- Brainstorm with key staff about what companies you should be talking to and who can introduce you to those prospects
- Identify at least one networking event every two weeks where your prospects are likely to be

Stage 2: Sponsorship Inventory and Asset Valuation

- Break each event, program and opportunity into “properties” to sell
- Take each property and break it down further into “assets” (logo placement, speaking opportunities, free tickets etc.)
- Create a new chart listing each asset and the value you’ve assigned to it as a starting point
- Brainstorm with key staff to identify non-traditional opportunities beyond just logo placement
- Contact five sponsors, past and present, and ask them what they would like to see as part of their package or what they wish they had more of

Stage 3: The Sponsorship Package

- Create one package per property
- Identify your audience, program users, event attendees and any relevant demographic information
- List all of your assets and the associated value of each
- Think menu not “Gold, Silver, Bronze” and let your sponsors choose what works best for them
- Mark your proposal DRAFT and connect with five sponsors and five prospects and ask them for their advice on what you are missing
- Create a custom package based on each sponsor’s interest
- Tell your sponsors in person and in the package itself that you want to build something tailored to their needs and everything in the package is negotiable

Stage 4: Getting the Meeting and Making the Sale

- Warm up every cold call: introduction from a committee member, referral from another sponsor or send a SHORT introductory e-mail
- Ask for an advice visit, never a sales call
- Never go in proposal first, in fact, bring nothing to your first meeting!
- Ask questions! Lots of questions! Spend more time listening than talking
- Understand the goal of the first meeting: to gather information, and get a second meeting
- Never submit a proposal without asking for permission to do so
- Think of your meetings as discussions between partners and not about convincing your prospect to buy an off the shelf proposal

Stage 5: Activation and Fulfillment

- Build a checklist based on your sponsorship package
- Assign dates and project leads for every item
- Check in with your sponsor regularly to make sure they take advantage of every item in the sponsorship package
- Take photos, screen shots and copies of all collateral and put them together in a fulfillment report
- Book a follow up meeting with your sponsor to deliver your report
- Ask your sponsors how they thought it went, what they thought of the fulfillment report and what you could do to improve
- Ask your sponsors to renew for next year!
- Schedule regular check ins in your calendar to stay front of mind with your sponsors

Launching Your Sponsorship Program!

- Stage 1: Prospecting and Pipeline Building
- Stage 2: Sponsorship Inventory and Asset Valuation
- Stage 3: The Sponsorship Package
- Stage 4: Getting the Meeting and Making the Sale
- Stage 5: Activation and Fulfillment



Survey Questions

Before surveying your audience, please discuss your plans with your legal team and all appropriate departments to ensure that you are obeying all appropriate privacy and data laws as well as your company's internal regulations and bylaws.

Disclaimer

We typically add the following disclaimer to our surveys and many of our clients choose to do the same. You may want to include something similar.

Thank you for taking the time to complete this survey. Please note that none of these questions are required in order to complete the survey. If there is a question listed below that you are not comfortable answering, or that doesn't apply to you, simply skip it and move on to the next question.

How to Use This Document

We have included two sets of questions. The first is for a typical **"consumer audience"** as opposed to a **"business audience"** and is appropriate for the majority of properties.

If your property caters to a business audience (networking events, professional associations/membership orgs, conferences etc.) you may prefer to use the ["B2B Survey Questions"](#) instead. Remember that the goal of the survey is to extract data relevant to sponsorship prospects and to assist you in creating activation ideas and these questions reflect that focus.



Whenever possible, you should provide a list of answers to choose from rather than allowing your audience to add text replies.

Demographics:

- What is your age?
- What is your gender?
- What province/territory/state do you live in?
- What is your household income?
- Do you rent or own your home?
- How many children do you have under the age of 18?
- What is the highest level of education you have completed?

Experiential questions to generate activation ideas:

- What is the one thing you wish PROPERTY NAME had more of?
- What is the one thing that stood out as positive at PROPERTY NAME?

Consumer habits to help with prospecting:

- How likely are you to do each of the following in the next 18 months?
 - Change banks
 - Purchase sports equipment
 - Purchase television or other major consumer electronics
 - Visit a sporting goods retailer

- Rent a vehicle
 - Apply for a mortgage
 - Switch cable, phone or internet service providers
 - Feel free to add different or more relevant options
- In the past 6 months, which of the following hobbies have you participated in?
 - Hiking
 - Yoga
 - Gardening
 - Travel
 - Watching sports
 - Attending theatre
 - Going to the movies
 - Baking
 - Exercise
 - Meditation
 - *Feel free to add different or more relevant options*
- What type of sponsor do you think would be a good fit for RIGHTS HOLDER?
 - Telecommunications
 - Travel
 - Hotel
 - Insurance
 - Smartphone Manufacturer
 - Purchase or lease a vehicle
 - Apply for a credit card
 - Renovate your home
 - Purchase a new smartphone
 - Stay at a hotel
 - Purchase airline tickets
 - Purchase insurance (home, auto or travel)
 - Book a vacation
 - Home Renovation Retailers
 - Consumer Electronics
 - Retail
 - Financial Services

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...Continued...What type of sponsor do you think would be a good fit for RIGHTS HOLDER?

- Automotive
- Credit Card
- Airline
- Sport Equipment/Apparel
- Car Rental
- Mortgage Broker
- *Feel free to add different or more relevant options*
- Who is your current financial institution?
 - List the most common banks to choose from
 - Other
- Which of the following automobile brands do you currently own/lease?
 - List automobile brands to choose from
 - Other
- Who is your current phone/internet provider?
 - List the brands to choose from
 - Other
- Who is your current insurance provider?
 - List the brands to choose from
 - Other
- What destinations are you likely to travel to within the next 18 months?
- In the past 12 months, which of the following magazines/publications have you purchased?
 - List the brands to choose from
 - Other

Important Final Question:

- If a company sponsors PROPERTY NAME/RIGHT HOLDER NAME are you more likely to consider their product/service for future purchases (assuming price and quality are the same)?





B2B Survey Questions

Individual:

- What is your job title?
- What is your industry?
- How long have you worked in the field?
- Which professional designations do you hold?
- How many employees do you have reporting to you?
- I would describe my decision-making authority as:
 - I make expert recommendations
 - I have no decision making authority
 - I am the final decision maker

Corporate:

- What is the annual revenue of your company?
- How many employees does your company have?

Consumer habits to help with prospecting:

- Over the next 18 months, I intend to purchase the following:
 - Accounting services
 - Legal services
 - New CRM
 - New website
 - Insurance
 - Be sure to include appropriate purchases to the industry

- In the past 12 months, which of the following magazines/publications have you purchased?
 - List the brands to choose from
 - Other

Experiential questions to generate activation ideas:

- What is the one thing you wish PROPERTY NAME had more of?
- What is the one thing that stood out as positive at PROPERTY NAME?
- What is the one thing standing in the way of you achieving MAIN BUSINESS GOAL (making budget, hiring staff etc.)?

Important Final Question:

- If a company sponsors PROPERTY NAME/RIGHT HOLDER NAME are you more likely to consider their product/service for future purchases (assuming price and quality are the same)?

Sample Prospecting Worksheet

How to Use the Sample Prospecting Worksheet

This is the absolute least that you should be measuring. Don't measure success by how much money comes in, not at first anyway. Measure success based on how many companies you move through each stage listed above.

The key is movement and consistency. Every single day, make a goal to move X companies from prospect to contact and X companies from contact to meeting etc. If every day you move prospects through every stage, you will have an immense amount of movement. Every time you move a company from prospect into another stage, replace them!



The key is movement and consistency.
Every single day, make a goal to move X companies from prospect to contact and X companies from contact to meeting etc.

Every time you send an *e-mail*, or a *phone call*, or *have a meeting*, *setup a reminder* in one week to follow up with that person. Your calendar will fill up quickly and you will be having all the right conversations with your sponsors and your prospects.

Legend:



1. Prospects

Enough research is done to know potential sponsors will want to hear from you, the result of your brainstorming and research



2. Contact Made

You have reached out to someone to find the best contact to move forward



3. Meeting

You have a meeting confirmed – in person or by phone



4. Proposal Submitted

You have submitted a sponsorship package or proposal for feedback



5. Follow up Meeting

This is where you get more information about customising your proposal



6. Outcome

What they said in response to your proposal

Sample Prospecting Worksheet

COMPANY	CONTACT	TITLE	CONTACT INFO	LAST CONTACT	NOTES
PROSPECT					
FORD	Bruce Wayne	Owner	Sample@sample.com	01-Oct	Struggling to find contact
GATORADE	Chandler Bing	Director of Marketing	1-212-555-1234	15-Sep	Board member Jim Smith can make intro
TOYOTA	Chris Baylis	Director of Sales		10-Aug	
CONTACT MADE					
BURGER KING	Clark Kent	Owner		01-Oct	Interested in branding
VOLKSWAGEN	Cosmo Kramer	Director of Marketing		15-Sep	Interested in speaking opportunities
VANDALAY INDUSTRIES	George Costanza	Director, Latex Sales		10-Aug	Do not market to general public
MEETING					
NIKE	Jim Smith	Owner			Creating custom proposal
MCDONALDS	JJ Jamieson	Director of Marketing			Second meeting booked
CHEVROLET	Jon Voight	Director of Sales			

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PROPOSAL SUBMITTED					
GMC	Mike Jordan	Owner		01-Oct	\$25,000
KIA	Paul Johnson	Director of Marketing		15-Sep	\$50,000
HONDA	Peter Parker	Director of Sales		10-Aug	\$5,000
FOLLOW-UP MEETING BOOKED					
BROOKS	Peter Piper	Owner		01-Oct	Inviting director of marketing
MR. CLEAN	Phoebe Buffay	Director of Marketing		15-Sep	Presenting to executive team
PEPSI	Ross Geller	Director of Sales		10-Aug	Wants to discuss in more detail
CONFIRMED					
COLGATE	Stan Lee	Owner		01-Jan	Title sponsor
CONVERSE	Tom King	Director of Marketing		03-Jan	AV Sponsor
DECLINED					
REEBOK	Tony Jones	Director of Sales		01-Feb	Cutting marketing budget

Sample E-Mails That Actually Get the Meeting



One of the most common mistakes made by sponsorship sales professionals and fundraisers is sending 10 page e-mails with a proposal attached in hopes that the recipient will open, read and respond by purchasing a pre-packaged sponsorship opportunity.

It just doesn't work like that!

I coach people to keep their e-mails to two or three sentences and without fail, they send me their interpretation which is 9.5 pages with a proposal attached.

When I say two to three sentences, I mean it! Here are some e-mails that I have used, successfully, to find prospects, get meetings and sell sponsorship. I give you permission to steal these and use them (but please remember to change the names!).

I keep things informal and short enough that they've already read my e-mail before they hit the delete button.

"I coach people to keep their e-mails to two or three sentences."

Continued on next page...

Sample 1:



My Initial Email:

Hey Ray,

Any chance you can suggest the best contact for those in the product X side at your company?

Thanks,

Chris



Ray's Response

Hey Chris,

Yes, you would contact Mike. He is the product X marketing manager.

I've copied him on this email.

Cheers,

Ray



My note to Mike:

Hi Mike,

Just following up on Ray's note. I would love to set up a quick call to discuss some of your areas of focus and see if there is some common ground between your priorities and our plans for 2015.

How does your schedule look on Wednesday? Does 3:00 work for a phone call?

Thanks,

Chris

Note:

I only met Ray at a networking event, but Mike doesn't know that. Mike thinks I know Ray and so he met me...and became a major sponsor for an event I was working on.



Sample 2:



Going in cold? No problem! Try this...

Hey Dave,

I saw on LinkedIn that you are involved in related product/project, I would love to connect and ask your thoughts about a cool project I'm working on.

Are you free tomorrow at 3:00?

Chris (no title here, just my name)

Why it Works

- So short, they can't help but read it
- You flatter them and ask for their advice
- You give them a date and time, changing the decision from yes/no to whether or not that time works
- It isn't a 20-page proposal!
- Its focused on them, not you

It would be so much easier to send out a proposal and form letter to every single prospect... but you won't make budget that way.

37 Discovery Questions to Ask in Your Next Sponsorship Meeting

As part of an organization, you might not liken yourself to a salesperson, at least not much. That's just not one of your job responsibilities. Yet thinking of accruing sponsors as anything less than making a sale is a big mistake.

After all, in this scenario, you're selling a sponsorship package, so sales tactics apply. Like any sales, doing so is an art, but what do you need to know for sponsorship sales success?

In sponsorships, the art of making the sale begins at that first meeting with the discovery phase. During your meeting, there are a slew of pertinent, getting-to-know-you questions you're going to want to ask. Having these answers allows you to create a winning strategy that suits you and your sponsor.

Want to know which questions to ask during the discovery session?

Eager to learn what you should and shouldn't do during this initial meeting?



In sponsorships, the art of making the sale begins at that first meeting with the discovery phase.

Getting the Ball Rolling: How to Ask for a Sales Meeting

First of all, “*sponsorship*” is a no-no word in the early stages of sponsorship sales (don’t replace it with partnership or any other buzzword either). So too is outright calling the phone call or in-person gathering a sales meeting.

Instead, liken it more to an interview or a brainstorming session, where you’ll ask the potential sponsor questions and give them room to do the same.

This first meeting is also sometimes referred to as a discovery meeting. That’s because you’re discovering things about each other. For example, you want to learn more about the sponsor’s target audience, their budget, their short-term and long-term goals (including sales goals), and how often they sponsor other companies or organizations.

Now, just because we say “meeting” doesn’t necessarily mean you and the sponsor will sit down in person. Sometimes that happens, but a phone call or even a video call is sufficient as well.

This first meeting is also sometimes referred to as a discovery meeting. That’s because you’re discovering things about each other.



Getting the Meeting with a Sponsor

Okay, so we've talked enough about the meeting. How do you actually go about getting one with your target sponsor? Well, you want to skip the multi-page proposal with your sponsorship package and activation plan. That can come later.

Instead, we recommend a very short, simple, to-the-point email that's a few sentences long. If you're writing more than three sentences, then already you need to curtail your email.

If you have no prior contact with the sponsor, then you might start the email with a mention of how you found the sponsor (social media, through attending an event, etc.). Next, mention how they're involved in something you're interested in, and then ask if they want to hear about your project. Don't go into detail about what the project is yet. Finally, close out with a time for a call.

This messaging tactic is effective for several reasons. For one, it's short, so it doesn't take more than a minute of the sponsor's time. Also, you're very complimentary, you keep the focus on them instead of you, and you make it easy for the sponsor to accept a time to talk.

Once you settle on when the meeting can take place, you're off to the races.

Alright! You got the meeting with your potential sponsor. While you're very excited for what this could mean, you're also not sure how you're going to fill the 30 minutes the prospect has allotted for the meeting.

This is a great opportunity to ask an array of discovery questions. If you're having a hard time coming up with these yourself, we've taken the time to compile 37 thoughtful, effective questions sure to get the ball rolling.

What follows is a list of questions aimed at uncovering the target audience, preferred assets and desired outcomes of sponsors, through exploratory or discovery meetings. Using the information gathered through the questions below, a custom sponsorship package is developed.



If you have no prior contact with the sponsor, then you might start the email with a mention of how you found the sponsor (social media, through attending an event, etc.).

Continued on next page...

It is neither desirable nor necessary to ask all of these questions but having them nearby or committed to memory will help keep the conversation going.

Audience

- Tell me about your ideal customer?
- I'd really like to see if we share an audience and common goals, do you mind if I tell you a little about our audience?
- What do your customers value?
- What sort of feedback do you hear from your customers that we might be able to help with?
- Our audience is X, Y, Z. Is this an audience segment that you typically try to engage?
- How do you typically engage them?
- Tell me more about your target audience's demographics?
- What do you want your customers to walk away thinking? Doing? What
- action would you like them to take once they've engaged with you?
- Tell me more about your social media presence/strategy/following?
- Is having audience data important to you when making sponsorship decisions?
- What kind of audience data is important for you?
- Do any of your current partners gather and share data on their audience?
- What kind of information are they providing?

Business Goals

- How do you move people through your sales funnel?
- What is the action your customers take immediately before they make purchase?

- And what action do they take before that?
- What is the first action your customers take to enter your sales funnel? Do you struggle to get your customers to take that first step?
- How have you worked with sponsorship properties to move your customers through your sales funnel?
- What do you need as a goal outcome of a partnership in order to deem it a success?
- What do you struggle with in terms of connecting with your ideal customers?
- Do you have any brand messages that you try to combine with your marketing or sponsorship investments?
- I noticed you are sponsoring X, how is that partnership working for you?
- What do you like most about that partnership?

Success Measures and ROI

- What type of advertising are you involved in now? Are you happy with the outcomes?
- What do you wish X,Y,Z marketing channel offered you that it doesn't? (social, media, radio, etc.)
- Tell me about some of the ways you work with sponsorship properties now?
- What's working and what isn't?
- How important is it that your employees are engaged in your sponsorship opportunities?
- How important is networking to you? Who do you hope to meet when you attend a networking event?
- Is brand awareness one of your advertising goals? Why/why not?

- How do you define brand awareness?
- Do you have experience with email marketing or sampling? Tell me more about that.
- What are some of your biggest challenges in connecting with customers?
- How much does it cost you to bring on a new customer?
- What is the most expensive part of bringing in new customers?
- What is your best technique for getting people to sign up for a trial/visit your site/sign up for your email list?
- What are some of the indicators that you use to determine the success of a sponsorship investment?
- What are some frustrations you have had with other properties that we could work to avoid?
- Are there any “must have” benefits that you like to see?

If these questions inspire you to come up with your own, then great! If not, then at least you have the right questions to ask to get the kind of information out of your sponsor that could lead to a future working relationship.

Of course, if you only have 30 minutes of the sponsor's time to spare, we wouldn't suggest asking all 37 questions. Even with a longer meeting, you want to pick the questions that are most pertinent to your organization and its goals.

Limit it to five, maybe 10 questions that really matter most.

After all, you want to give the sponsor time to reflect on their answers and reply accurately and thoughtfully. Also, as we said before, they should get the chance to ask you follow-up questions as well.

The discovery meeting goes both ways, or at least, it should. Plus, you want the meeting to feel comfortable, not like an interrogation where it's question after question after question.

As the meeting begins, ask if you can take notes. It's especially polite to do this if you're meeting with a potential sponsor face-to-face. Jot down information for each answer you get.

Then, after the meeting, review this information, compare it against your own goals, stats, and numbers, and begin working on your sponsorship plan from there.



What to Bring (and What Not to Bring) to the First Sales Meeting

Again, we call it a sales meeting, but this doesn't mean you need to be armed to the teeth with promotional materials, sponsorship packages, and your lengthy proposal. *We said it before and we'll say it again: you want to go into the meeting with very little.*

Bring a small notebook and a pen. Have your list of questions ready as well, either printed or in your head (which is best if you can swing it). That's about all you need. You can leave the proposal and your other related materials at home.

Now, you may be saying, how are you supposed to sell like that?

No one likes pushy, aggressive sales tactics. Think of the perfume salesperson at the mall. This person asks to spray fragrance at you as you're passing by, and most people say no. If you walk into your meeting with all your sponsorship package materials in your arms, you come off a lot like the mall fragrance guy or girl.

Take a moment now to think of how you'd feel about the same fragrance if you had a chance to learn more about it. Your interest may be piqued. It's still the same product, but the sales technique changed.

When you arrive to your meeting willing to ask questions and listen, it becomes much easier to get into a conversation of strategy. That will involve talking about proposals and sponsorship packages, but these topics will come up organically rather than you shoving them at the potential sponsor.

By the time you come out of that first meeting, being an in-person one or a phone call, you'll have a much clearer idea of whether you and this sponsor gel. If you do, then you'll have already begun laying the groundwork for your partnership.

That's not bad for an initial meeting!

Conclusion

As someone trying to sell a sponsorship package, it's important that you carefully review your own sales tactics.

If you've been coming at potential sponsors with your long proposal right off the bat, that could be why you're not hearing back. Instead, it's best to use an initial meeting for the discovery phase. By asking the right questions, you can learn more about the sponsor and use this information to begin planning a strategy.

Now that you know how to request a meeting (and get it), what to bring, and which questions to ask, you're ready to begin selling sponsorship packages. Best of luck!

Sponsorship Discovery Meeting Script



Build Rapport

- Hello
- How are you
- Weather, geography, small talk

Set the Stage

I want to be respectful of your time and we only have X minutes so let's dive in!

Quick check in- are you still OK to talk until TIME?

Perfect. The reason for the call is to see whether or not we share common goals or a common audience and whether or not there is potential to work together in the future.

If it's OK with you, I would like to learn more about:

1. Your org and what you are trying to achieve
2. What's working and what isn't
3. Some of your goals in the next quarter.

Does that work for you?

"Remember: Your sponsorship package is not the sales tool...you are!"

Discovery!

Great!

To get things going, I would really love to learn more about your target market and your ideal customer:

- Tell me about your ideal customer?
- What do they value? What's important to them?
- What challenges are your customers facing?
- What problem do you solve for your customers?
- What do you want your customers to walk away thinking? Doing?

Always Dig Deeper:

- What do you mean by that?
- And what else?
- Tell me more about that?
- Interesting! Why do you think that is?

Identify Challenges

Thanks for sharing that. It sounds like your ideal customer is (repeat back to them what you heard) - do I have that right?

I would love to hear more about what's working and what isn't:

- What metrics are you responsible for achieving?
- What are your biggest problems in achieving those metrics?
- Are you on track to hit your goals?
- What challenges are you experiencing right now in finding new customers?

- What sort of feedback do you hear from your customers that we might be able to help with?
- What kinds of marketing are you doing now? What's is working and what isn't?
- What could be a potential solution? What have you tried?
- What is working well for you right now?

More questions to diagnose the pain:

- What are you afraid is going to happen if this doesn't get solved?
- What do you think is missing from your marketing strategy right now?
- Why do you think that is?
- What impact is this having on your goals?

Summarize and Acknowledge (Diagnose!)

This is really interesting, thanks for sharing this with me.

Do you mind if I check in real quick to make sure I fully understand?

You want to (get X result) and it sounds like you are challenged by (the roadblocks they shared).

And this is creating a problem with achieving (their ROI or metrics).

Offering a Solution (Prescribe)

Got it! I can definitely help you with (areas 1, 2 and 3)!
Does it make sense for me to share a bit about how
we work with the audiences you've mentioned?

Wait for them to say yes...

We focus on a sponsor's goal outcomes and then
match it up with their target audience, creating an
experience that engages the audience in meaningful
ways.

For example, we worked with a sponsor who wanted
to achieve X, so we did Y and achieved this outcome.

For us, the focus is completely on what our sponsors
are trying to achieve, then we help them connect with
their audience and draw them in vs the old boring
approach of eblasts and logo placements.

Does that make sense?

What else can I share with you?

Be silent until they speak.

Start to Frame Your Offering as a Solution

We start with discovery, which we are doing now,
then if we decide it's worth another conversation or
a proposal, we talk in more detail about how we can
work together to achieve your goals.

It sounds like we may have a fit, do you agree?

SILENCE! You must not speak until they do.

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Closing the Sale

If they say yes, then ask the following:

- What assets and opportunities do you see as essential for a successful sponsorship?
- What kind of metrics should we focus on measuring?
- What have you done that has worked in the past?
- We take a custom approach to our partnerships. Tell me some of your ideas for engaging your audience?
- What do you wish you could do to attract your audience?

Dig deeper!

Next Steps

I hate having to cut our conversation short but we are coming up on time. What do you think we should do for next steps?

SILENCE! You must not speak until they do.

"Send me a proposal"

Absolutely! Let me put together a draft for you to review and you can tell me if I am on the right track.

I know you mentioned X, is there anything else that you know you want me to add?

Let them speak.

Got it!

So you want to see a proposal from me, designed to achieve (outcomes 1, 2 and 3) and the way you prefer to do that is through (assets and activations).

What else?

Perfect! I am free all day on Thursday and Friday. What works best for you to jump on a quick call to review?

Get ready to push back here. This is the test as to whether or not they are being polite or have a real interest.

Let them speak.

I mentioned that everything we do is custom, which means we can hit any budget range. Based on our conversation and what you are trying to achieve, what range should I stay within?

Push back on this, it's important!

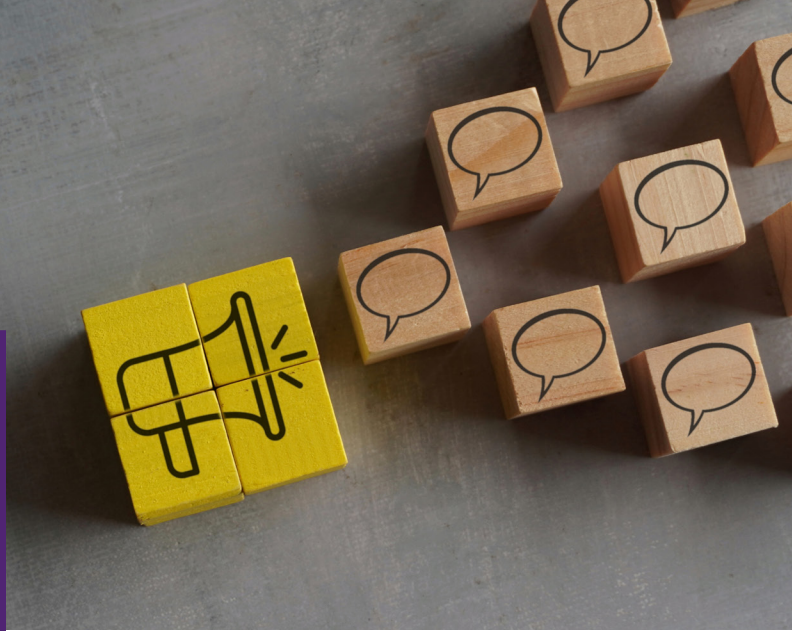
- "Don't worry, I will share our valuation so you know I didn't invent the number- you will stay in control of the valuation process"
- "No budget means we can really try some cool stuff!"

"Let's meet again to discuss"

Great! So that I can invite the right people on my end, who else on your end should be in the meeting?

I am free all day on Thursday and Friday. Let's put something on the books as tentative to work towards. What works for you?

Common Objections



“Just send me a proposal (or Just complete the online form)”

- I don't actually have a proposal as, honestly, I don't know yet what I should “propose” to you as I don't know what you are trying to achieve
- In my experience people ask for a proposal because they are looking for something specific. Tell me what you're hoping to find in a sponsorship package or tell me what you typically look for when you open up a sponsorship package
- Sure! What should I include in it?
- Sure! Here is how our process works. We spend 15 minutes in discovery, then if I can help you achieve your goals, I offer a solution and then that makes up the proposal. Tell me more about...

“Budget already spent”

- When do you typically assign your budget?
- When does your budget cycle renew?

- No problem! Cashflow is finance's problem! Let's focus on how we can help you achieve your goals, then if we want to work together, we can invoice you whenever you need it, even if it is after the property/event/campaign etc. This way you still get the benefit but we don't have to worry about budget cycles.
- How can we make this happen for you knowing that your needs and your budget cycle are out of sync?

“We don't do sponsorship”

- Neither do we! The “Gold, Silver, Bronze, Logo Soup” thing is a waste of everyone's time anyway. We help brands connect to their audiences in meaningful ways. Let's not use the word sponsorship and instead focus on your marketing goals.

“We Just want a booth, signage, samples (or any other asset)”

- Why is that?
- What are you hoping to achieve with that asset?
- Why is this asset important to you?
- How do you measure success?
- It sounds like you are trying to achieve X. Let me push back on that a bit - I don't think a booth/asset etc. is the best way for you to achieve that goal. Can I tell you what I think is?

“We prefer to do In Kind only”

- Why is that?
- The real goal of product giveaways is to get your products in the hands of the right people, right?

Well, in my experience, to get the most out of sampling or product giveaways, we both need to put effort and budget behind it, otherwise your product will just end up in the garbage or unused. Plus, in order to allocate staff time to your activation, there is a hard cost, never mind what it would cost you get your product in front of this audience in other ways. *What do you think is a reasonable budget to make sure we get the outcome you are after?*

“Let me think about it before we decide on next steps”

- Is there something in particular that you need to think about that we can discuss right now?
- Of course! What's your main concern?
- The truth is, all of the info you're going to get about our opportunities are from me right now on this call, so what's your main concern?

“Marketing is not part of our local Operations (different geography, HQ, department etc.)”

- Do you mean you have a \$0 marketing budget? Or that you have to go through an internal process to get approval from another office or department?
- What is the process to get them involved to help with this decision?
- What can I provide you to help you advocate internally?
- What types of activities do you have a budget for?
- Which departments have a budget that we could tap into? Sales? Marketing? Human resources (recruiting or employee engagement)?

“I don't have time for a discovery call”

- If by email: No problem! I am happy to jump on a call while you multitask, like on your way to meetings, or we can do it by email, if easier?
- In my experience, a 5-minute discovery call is way better than me guessing at your goals and sending a 30 page proposal that you have to review then have me follow up for weeks.
- I totally get that! If after 5 minutes, it is obvious that we don't have a fit, I will take you off my follow-up list.
- Of course! I'm happy to meet with someone else on your team and they can give you the highlights. Go ahead and make the intro and I will follow up with them.
- I totally get it, when when is a better time for me to follow up and get a call on the books?



Sponsorship Valuation Template

Determining the value of your sponsorship assets is probably the step that causes the most confusion among sponsorship sellers.

At best, most shops guess at the value of their assets and at worst, people badly undervalue their assets. Neither is desirable.

Some common examples include “selling” a wine sponsorship in exchange for free wine, or AV, or print materials. This completely ignores the value of your brand, audience and stakeholders. I have also seen people give away product placement opportunities since it doesn’t cost anything and may be seen as a value add to your customers, event attendees or program users.

The fact is, there is a value for every person that sees a logo, hears a company name and clicks on a link on your website. This process is part science and part art but it must be done. There are several ways to come up with your valuation but they tend to fall into one of two categories: the transaction method and the value method. I will explain both below before offering a template for you to use.

The transactional approach applies a value to every logo placement, booth, ad, speaking engagement. You use current advertising rates to come up with your value, apply a percentage for aligning with your brand and that becomes the sponsorship value. So, if we use the wine sponsor as the example. Wine is \$1,000 plus logo placement at \$5 per attendee, plus acknowledgment from the MC twice at \$250 each, plus a 10% affiliation bump. Add them all together and you are at \$2750 for the wine sponsor.

“ This process is part science and part art but it must be done.”

Sponsorship Assets by Value

Most people focus on “awareness assets” when trying to sell sponsorship. This is where you will find the most competition, lowest values and least interest from sponsors. Inclusion of some of these assets should be part of any sponsorship strategy but not the exclusive focus.

Low Value Assets

These are the typical “awareness assets” that are often worth pennies per view (or less) and include:

- Awareness assets
- Branded clothing
- Inclusion in press release
- Logos on website
- Marketing material distribution at event
- Signage
- Social media
- Sponsor mention

High Value Assets

These assets are high value because they bring your audience close to becoming a customer of your sponsor or they allow you and your sponsor to have more control over messaging and often include:

- Broadcast rights
- Content on website
- Media partnerships
- Sampling rights
- Speaking opportunities

Premium Assets

These are assets that offer exclusivity, cannot be purchased elsewhere. They are the hardest to deliver on but also include the highest ROI for sponsors:

- Database access
- Lead capture
- Naming Rights
- New client/customer acquisition



Most people focus on “awareness assets” when trying to sell sponsorship.

This is where you will find the most competition, lowest values and least interest from sponsors.

SPONSORSHIP INVENTORY	COST PER VIEW	TOTAL VIEWS	UNITS	VALUE	HARD COSTS
NAMING RIGHTS (NAME IN WORDMARK)					
Naming Rights for Property	\$0,006	5 000 000	1	\$31 303,67	
Naming rights for Activation	\$0,005	10 000	1	\$46,96	
PRESENTING RIGHTS (NO WORDMARK)					
Presenting rights for event	\$0,003	50 000	1	\$156,52	
SAMPLING RIGHTS					
Booth/tent with logo	\$0,038	10 000	1	\$377,43	
Samples provided by sponsor	\$0,128	10 000	1	\$1 280,00	
ONSITE LOGO PLACEMENT					
Single logo on sign in prominent location	\$0,038	10 000	1	\$377,43	
Multiple logos on sign in prominent location	\$0,028	10 000	1	\$280,88	
Banner or signage provided by sponsor	\$0,038	10 000	1	\$377,43	
Single logo on main stage	\$0,046	10 000	1	\$458,90	
Multiple logos on main stage board	\$0,046	10 000	1	\$456,43	
Single logo on signage in non-prominent location	\$0,013	10 000	1	\$131,48	
Multiple logo on signage in non-prominent location	\$0,005	10 000	1	\$50,09	

SPEAKING OPPORTUNITIES AND VERBAL RECOGNITION

Speaking opportunity during event	\$0,409	10 000	1	\$4 086,66	
Opportunity to introduce key speaker or VIP guest	\$0,363	10 000	1	\$3 632,59	
Verbal recognition of sponsor from mic	\$0,004	10 000	1	\$43,83	

LOGO PLACEMENT/PHYSICAL ADVERTISING

Logo on event collateral (posters and recruiting material)	\$0,046	50 000	1	\$2 282,14	
Logo in agenda/program/guide	\$0,005	10 000	1	\$50,09	
Logo on invitations	\$0,015	50 000	1	\$746,08	

CLOTHING

Logo on participant clothing item (shirt, hat, lanyard etc.)	\$0,046	10 000	1	\$458,90	
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WEBPAGE

Logo on website	\$0,001	50 000	1	\$62,61	
Guest blog by sponsor	\$0,025	50 000	1	\$1 248,70	
Online video by sponsor	\$0,034	50 000	1	\$1 702,78	

SOCIAL MEDIA					
TWITTER					
Post mentioning sponsor	\$0,013	5 000	1	\$66,58	
FACEBOOK					
Post mentioning sponsor	\$0,013	20 000	1	\$251,10	
LINKEDIN					
Post mentioning sponsor	\$0,024	20 000	1	\$476,68	
INSTAGRAM					
Post mentioning sponsor	\$0,013	20 000	1	\$251,10	
DATABASE MARKETING					
Logo in e-blast or newsletter	\$0,015	50 000	1	\$746,08	
EARNED AND PAID MEDIA					
Sponsors included in earned media	2% - 10% of Rate Card				
Total Value				\$51 403,11	
Hard Costs				\$-	
Suggested Sales Value				\$38 552,33	

* Click [here](#) to download this information in a spreadsheet.

The Sponsorship Collective Valuation Checklist



This checklist is designed for you to review as needed to value your sponsorship properties. Pin it up in your office and review it frequently.

01 Define Your Sponsorship Properties

- ☒ List all programs , events and naming rights that you offer
- ☒ Decide whether or not to bundle events & properties that attract the same audience or if a property can stand alone.

02 Build an Inventory of Assets

- ☒ Set up a spreadsheet or whiteboard, listing every identified property
- ☒ Bring together your entire team (including people outside of the revenue team)
- ☒ Ask them *"What can we put our logos on?"* and spend only 5 minutes on these assets
- ☒ Ban the word *"logo"* from the rest of the meeting
- ☒ Identify & group opportunities by: naming & speaking opportunities, signage, product giveaways, social media, newsletters & mailings, traditional media, employee benefits, etc.

03 Identify Your Audience Segments

- ☒ **Identify** 3-5 audience segments and look to define them with significant detail
- ☒ **Develop & administer** a survey to further understand your audience and their buying habits

04 Find Your Tangible Values

- ☒ **For your assets** ask yourself *"where else can a sponsor reach this audience without sponsorship?"*
- ☒ **Go to that place** (social media, publications etc.) and determine current market value for each asset
- ☒ **Develop** your sponsorship value per impression

05 Determine Your Brand Value

- ☒ **List the things** your sponsors value in a partner, such as: How well you know your audience, audience loyalty, activation opportunities, reputation etc. (** Hint - ask your sponsors if you are not sure*)
- ☒ **Assign** a percentage-based value (typically from 10-30%) to each asset based on your ability to deliver
- ☒ **Add** the sum of these values as a percentage to all of your tangible assets



How well you know your audience, audience loyalty, activation opportunities, reputation etc.

(Hint - ask your sponsors if you are not sure)*

Continued on next page...



06

Develop Five Activation Ideas and Value Them

- ☒ **Ask your audience** what they love & hate, their goals, challenges & why they are connected to your property
- ☒ **Identify** what your sponsors want to achieve and how they measure success
- ☒ **With these answers**, you can offer turnkey activations to sponsors that provide value to your audience

07

Identify Gaps, Sponsorship Prospects and a Sales Strategy

- ☒ **Identify** the things within your brand value that you are not doing well and improve on them
- ☒ **Prospect!** Go over your audience data, results from sponsorship surveys & all the things they are likely to purchase. Contact those companies!



Sample Fulfillment Report

How to Use this Template

Once your sponsorship agreement is up, you want to show your sponsors that you delivered on your promises.

Arrange a meeting with your sponsors. Invite them to bring anyone else on their team who has a hand in guiding their sponsorship spending to seek their feedback as well.

Before you meet, create and deliver your fulfillment report, which documents all the things you said you would do along with all of the things you missed and why. Go one step further and include pictures, screen shots of their logos, recordings of speaking engagements, product placement...everything!



Go one step further
and include pictures,
screen shots of their
logos, recordings
of speaking
engagements,
product placement...
everything!

What purpose does this serve?

It does all of the following:

- Proves to your sponsor that you delivered
- Gives your sponsor something to share with their superiors to justify the investment
- Tells your sponsor that you are a professional and know how important their investment is
- Reminds them of all of the things they received in their sponsorship package
- Sets you up to ask for feedback and ask even more questions about their goals to give you sponsorship package ideas for next year
- You have to be honest though, if you missed something then you have to admit it here and explain why.

Property

Include the property name, tagline and dates.

- Property Name
- Tagline
- Dates of sponsorship opportunity/campaign

Property Summary

- Quick reminder of what the property is
- History
- Total attendees, downloads, participants, traffic etc.
- Could include a video of your property for them to watch afterwards or share internally

Continued on next page...

Audience Data

- Share broad property information as well as sponsorship specific information
- Sponsorship specific, related to their activations

Social Media

- Share broad property information as well as sponsorship specific information

Digital Presence

- Share broad property information as well as sponsorship specific information

Traditional Media

- Share broad property information as well as sponsorship specific information

Activations

- Pictures of their specific activations
- Include samples, booths, speaking engagements and anything related to the delivery of their activations

Continued on next page...

Asset Delivery Status

ASSET	STATUS	NOTES
Presenting Rights for Main Stage	Delivered	
Signage at Event	Delivered	
Branded Tent Cards	Delivered	
10 Guest Passes	Did not Deliver	Sponsor opted not to send all 10 guests
Logo on Website	Delivered	
Logo on Invitations to Database	Over Delivered	Sent branded save the date and invitation
Full Page Ad in Program	Delivered	
Exhibit Space	Did Not Deliver	Sponsor opted not to have a booth
Custom e-blast to Database	Over Delivered	Sent three e-blasts
Sponsor Addressed the Crowd	Delivered	
Sponsors Thanked by MC	Delivered	
Two VIP Tickets	Delivered	

Valuation Reporting

- Line by line or bucket list with values, or simply include the link to the fulfillment reporting tool inside the valuation calculator

Recap

- Recap the success, the lessons learned and the plans for the future
- Include your contact information and website

The Fulfillment Report



This is it, the moment of truth! Remember, the activation schedule is based on the sponsorship proposal and so the fulfillment report is based on the activation schedule.

Using the same example as above, here is how this will look:

ASSET	STATUS	NOTES
Dinner Delivered	Delivered	
Signage at Event	Delivered	
Branded Tent Cards	Delivered	
10 Guests in Attendance	Did Not Deliver	Sponsor opted not to send all 10 guests
Logo on Website	Delivered	
Logo on Invitations to Database	Over Delivered	Sent branded save the date and invitation
Full Page Ad in Program	Delivered	
Exhibit Space	Did Not Deliver	Sponsor opted not to have a booth
Custom e-blast to Database	Over Delivered	Sent three e-blasts
Sponsor addressed the Crowd	Delivered	
Sponsor Thanked by MC	Delivered	
Two VIP Tickets	Delivered	

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Take a close look here. Where you over delivered, you tell them how you did so. Where you did not deliver, you tell them that too! If it's your fault, admit it and be sure to show them how you made up by over delivering elsewhere. Be honest! Your sponsors already know if you missed something but this is your chance to remind them of how great you did.

Remember the [valuation piece](#)? Well, if you miss something, it has a firm value to you and to your sponsor. Your sponsors can ask for a refund for missed delivery, which is why activation and fulfillment are so important.

Pictures, Samples and Everything Else

This is my favourite part of the fulfillment report! In this section I include every photo I can find with a logo or member of my sponsor's company. In fact, I give my photographer a list of assets to take a picture of and I go around with my phone and take backup photos. That's how important this piece is.

I take pictures of the program with my sponsor's ads and I take screen shots of the website. If I sent out hard copies of invitations, I include those too. If it was branded, I save a copy and bring it with me to the meeting

The Last Page



The fulfillment report closes the loop, sets you out above the rest and starts the process all over again.

The final page is simple. I use it to thank my sponsor and to remind them of how valuable this property (or sponsorship opportunity) is. I tell them how much they added to the event with their brand and their support. I also use this section to ask them for feedback so that we can improve next year.

In the meeting, I might ask them why they didn't send people to the event and then use that information to find out more about what they value. I always ask them what I need to do next year to make the experience even better. I never leave without asking them to confirm their support for next year and when the best time would be for me to submit a draft sponsorship proposal for their feedback.

The fulfillment report closes the loop, sets you out above the rest and starts the process all over again. The last thing your sponsor remembers of you is how much value you provided. In this way you've controlled their experience and taken the opportunity to correct anything that went wrong.

This is how you want to leave your sponsor feeling every single time you talk to them.

Check out all of the sponsorship resources and training options available by visiting our website:

sponsorshipcollective.com



THE SPONSORSHIP
— C O L L E C T I V E —