The Tactical Guide to Selling More Sponsorship

A no frills user's manual to selling more sponsorship… today!

Chris Baylis

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Welcome!

Congratulations on taking this step towards your success as a sponsorship sales person. This user's manual is designed with the sponsorship seeker in mind, whether you work in the for-profit sector, for a charity, a sports club or are a volunteer, this manual will help.

How to Use the Manual

The design of this manual is simple. 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!

You Weren't Kidding When You Said "No Frills"!

No I wasn't! I also wasn't kidding when I said that you will sell more sponsorship either. These templates have been tested, by me, in the field and I have used these pieces to raise millions of dollars in sponsorship, cause marketing and events. This represents years of testing and a ton of trial and error.

I am not hiding behind flashy design or trying to trick you with imagery or outrageous claims. The format is simple, direct and ready for you to use right now.

About the Author

Chris Baylis is an expert in sponsorship valuation and strategy. Chris works with brands and sponsorship properties to define their sponsorship goals, determine market value of their sponsorship assets and create strategies that work.

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The 5 Stages of Sponsorship Sales Expanded 34-Point Checklist!

I have used this process to raise millions of dollars for charities, associations, events and private companies and I know it will work for you too. Check out the expanded version of the Sponsorship Sales Checklist.

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

The Sponsorship Journey Infographic

Sales Pipeline Template

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			
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

How to Use the Sales Pipeline Template

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."

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 form prospect into another stage, replace them!

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:

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

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

Meeting
You have a meeting confirmed – in person or by phone

Proposal submitted
You have submitted a sponsorship package or proposal for feedback

Follow up meeting
This is where you get more information about customising your proposal

Outcome
What they said in response to your proposal

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.

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

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.

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.

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.

First Meeting Sample Questions

I am not a big advocate of bringing anything to your first meeting. Not a one pager, not a leave behind and definitely not a proposal! Instead, I would suggest bringing a pen and these questions. You can print them and go through them in order or, better yet, commit them to memory and work them into the conversation casually.

Try these questions for your next meeting to help you build a custom sponsorship proposal:

Who is your target audience?

How do you normally engage in sponsorship?

What does your target market value?

What can you tell me about your sales goals for the coming year?

What would you consider to be the most important elements of a sponsorship package?

Would you mind having a look at a draft proposal and offering some feedback?

Sample Sponsorship Proposal Simplified Version

How to Use this Template

This template is meant to be a general guide and layout for a simplified sponsorship package. It assumes you know what your assets are worth and that you know a few things about your event attendees or other target demographic. This will work for event sponsorship, program sponsorship and in sport. I wouldn't use this for cause marketing campaigns but it will help you lay the groundwork for that as well.

"Remember: your sponsorship package is not the sales tool… you are!"

I am not a fan of standardized proposals that group everyone into "Gold, Silver and Bronze" packages and prefer a "menu approach." You can combine the two and offer your prospects a menu of items to choose from that slots them into tiered sponsorship based on how much they spend. This is the most convenient way to move away from the standardized model currently used by most without having to move into the world of completely customized sponsorship. If you are looking at multi-million dollar naming rights, please do not use this template! Like it or not, those are completely custom…and well worth the effort.

The hybrid approach gives you the flexibility to negotiate packages without forcing people to take a booth or a speaking opportunity when all they really want are product placement opportunities. Use this template as a guide to give to your designer, or do a really simple version in PDF and drop in logos, graphs and tables from a spreadsheet. My advice is that you should always meet with your prospects and customize everything before you send it.

Remember**:** your sponsorship package is not the sales tool…you are!

Title Page

Include your logo and the name of the opportunity or program and your tagline.

Keep this simple and NEVER call it a “sponsorship package”!

LOGO HERE

Tagline
Dates
Location
Website

Describe Your Opportunity

Paragraph One
Talk about your property. Note, one paragraph only about your property! Who you are and what you do. Plain and simple- don't talk about need, sad stories when you were founded or the history of your name. This is about what you can do for them, not what they can do for you.

Paragraph Two
Talk about the opportunity, program or event. Briefly outline what your property is in no more than one paragraph and get on to the important stuff…audience data!

Paragraph Three
Talk about your audience, users, attendees, delegates, board, etc. Don't have this data? Put this document down right now and send a survey to your audience. Send surveys before and after events. Run contests and giveaways to get your audience to tell you more about themselves.

Don't guess at your audience and never, ever, described your audience as "everyone" or "all of city X" or "people who like…". You need to know your audience very very well.

Graphs, Pie Charts and Anything Else that Describes Your Audience

- Pie chart breaking down attendees by gender
- Graph breaking down attendees by age
- Pie chart showing attendees by city, province, state country etc.
- Include salary breakdown, industry, seniority within that industry, home ownership status, education, family size
- What are their preferred brands? Who do they bank with? What kind of cars do they drive? How often do they travel each year? What credit card do they prefer and why?
- Why are they involved with your organization? What do they love about your sponsorship property? What do they hate about it? What do they wish you did more/less of?

The Goal of this Section

Your sponsorship package is an opportunity to profile your audience and some interesting activation ideas. It is not a sales document! The goal is to show off your opportunity, who attends and key demographic information. You can use two pages for this but not because you want to write more than three paragraphs! Use two pages because you can show off how much you know about your attendees or because you have stellar market research to share.

The Opportunities Section

Never say “sponsorship opportunities.” Instead use something like “Engage Leaders in Industry X” or “Reach out to People of a Certain Age or Geography” or “Come and Meet Canada’s X Sector”

Start with a statement about how you like to work with sponsors and your philosophy. Most orgs put a statement at the end of their package stating “we are also willing to customize. Contact us.” Don’t do this!

Instead, open by telling your prospects that these are suggestions to get the process started. Invite them to have a look and contact you with their own suggestions about how they want to engage your network.

Outline Some Assets

Don’t treat this section like a shopping list or a list of every single thing you offer. Instead use it to get some ideas on the table to help your sponsors think of new ways to get involved with you. Break it into sections like branding, marketing, thought leadership, sampling etc. rather than listing arbitrary levels with prescribed assets that sponsors have to buy.

- Booths
- Product placement
- Tables
- Session speakers
- AV Sponsorship
- Wine Sponsorship
- Dinner Sponsorship
- Name tag sponsorship

List Your Activation Ideas

List some ideas from your audience surveys and data that will make your audience experience better. Include examples and ideas of things that stand out as unique and sole a real problem of your audience.

Don't just list all the places you can put a logo! Put your audience data to work and help your sponsor think of some unique ideas to get involved with your property.

What Are We Missing?

Make sure you include something here to ask them for suggestions. Remember, sponsorship proposals don't sell sponsorship…you do! Use your proposal to highlight your audience and your approach to sponsors, don't use it to make a sale.

Remind Them!

Tell them again that they get to decide what makes up their sponsorship package, not you. Remind them that if they don't want a booth that they get to trade it dollar for dollar for something else. Everything you do is custom and built for their budget.

Ask them questions throughout the document, engage them, encourage them to customize. In fact, outright tell them that you prefer to customize because only they know their business, not you. Why? Because as they customize they tell you what they want, how they measure success and what they are looking for. This is gold for the sponsorship sales person.

The Contact Page

Use a title like "we want to hear from you!" Use a call to action.

Encourage them to get in touch, tell you what's missing and tell you what they want to add or change. Make it clear that your proposal is a conversation tool and not set in stone. It's important to say this in multiple places throughout the document- once per page. This way, even if they don't read the entire proposal, you know they will understand your philosophy.

Make your contact info bold, obvious and uncluttered. Don't use an info@ e-mail address! A real person with a real name only.

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.

> "This process is part science and part art but it must be done."

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.

Valuation Template

Asset	Traffic	Cost per View	Brand Value	Asset Total
Naming Rights				
Naming Rights of Event	10000	$0.015	1.5	$225.00
Naming Rights for Building				
Presenting Rights for Award				
On-Site				
Exhibit space				
Distribute brochure at event registration table				
Marketing material distribution in delegate bag				
Sampling rights				
Advertising				
Full Page advertisement in program				
Half Page advertisement in program				
Quarter Page advertisement in program				
Branded lanyards				
Webpage				
Website Link on Sponsor Page				
Homepage Banner Ad				
Sponsor messaging on sign up webpage				
Social Media				
Sponsored post on Facebook				
Sponsored post on Twitter				
Sponsored post on LinkedIn				
Benefits to sponsor customers				
Free Admission to event				
Signage				
Logo on stage				
Logo on table toppers				

Logo on screen between sessions				
Logo on sign, multiple logos				
Display of company poster/banner				
Logo on event signage				
Signage at conference break out sessions				
Database Marketing				
Eblast to database for special offers				
Eblast with logo only				
Employees				
Employee benefits (free tickets etc)				
Employee engagement/volunteering				
Public Relations				
Sponsor mention in press release				
Sponsor signage at press conference				
Programming & Speaking Opportunities				
Introduction of Speaker				
Acknowledgement in welcome speech				
Speak once during event				
verbal recognition from the podium				
Paid media				
Logo listed in paid media ads				
Total Value of Tangible Assets				
Total Brand Value				
Fair Market Value				

Notes

- Some things have hard costs, others have a value elsewhere (like advertising) others still have no value in the marketplace and should be labeled “intangible assets”
- Always include a percentage to be able to activate the sponsorship properly
- Do this for every sponsorship asset and be ready to share it when sponsors ask how you came up with a particular number

THE ESSENTIAL GUIDE TO SPONSORSHIP VALUATION

Determining the value of your sponsorship inventory and defining your own sponsorship valuation formula is without a doubt the thing that strikes fear into the hearts of even the toughest sponsorship sales pro.

HERE IS A SIMPLE WAY TO REMEMBER THE STEPS INVOLVED

STEP 1 DEFINE YOUR SPONSORSHIP PROPERTIES

Make a list of every event, program, concert series, VIP event and education/training opportunity.

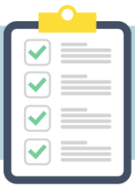
BUILD AN INVENTORY OF ASSETS STEP 2

IDENTIFY OPPORTUNITIES FOR:

- NAMING RIGHTS
- SIGNAGE
- PRODUCT GIVEAWAYS
- SPEAKING OPPORTUNITIES
- SOCIAL MEDIA
- NEWSLETTERS AND MAILINGS
- TRADITIONAL MEDIA
- EMPLOYEE BENEFITS
- LOGO PLACEMENT
- ETC.

STEP 3 IDENTIFY YOUR AUDIENCE SEGMENTS

Identify 3 – 5 audience segments and survey them to define their buying habits and demographics.



FIND YOUR TANGIBLE VALUES STEP 4

List your assets by category and look to similar assets for current market value.

STEP 5 DETERMINE YOUR BRAND VALUE!

Make a list of all of the things that your sponsors value in a partner and assign a percentage to each then add to each asset.

DEVELOP FIVE ACTIVATION IDEAS AND VALUE THEM STEP 6

Ask your audience and sponsors what they love, hate and their goals and challenges.

Use the answers to develop activation ideas that serve both your audience and sponsor.

STEP 7 PROSPECTING

Look at your audience data and survey questions and look at all of the things your audience plans to purchase. Contact those companies!

THE SPONSORSHIP COLLECTIVE

sponsorshipcollective.com

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 audiences or if a property can stand alone

02

Build an Inventory of Assets

- ☐ **Set up** a spreadsheet or white board, listing every identified property
- ☐ **Bring together** your entire team (including people outside of the revenue team!)
- ☐ **Ask** them "What can we put 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

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 provides 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 them
- ☐ **Prospect!** Go over your audience data, results from sponsorship surveys & all the things they are likely to purchase. Contact those companies!

THE SPONSORSHIP COLLECTIVE

Created by The Sponsorship Collective
sponsorshipcollective.com

Activation Strategy

Asset	Deadline	Lead
Order food	01-May	Jerry
Design signage	01-Feb	Elaine
Logos from sponsors	01-Feb	George
Approval from sponsor	15-Feb	Kramer
Place signage at event	01-May	Frank
Order tent cards	01-May	Estelle
Approval from sponsor	15-Feb	Babs
Placement of tent cards at event	01-Jun	Morty
Get names of guests from sponsor	01-May	Helen
Add logo to website	01-Feb	Jerry
Add logo to invitation	01-Feb	Elaine
Send branded invitations	01-May	George
Design ad for program	01-May	Kramer
Ad approval from sponsor	15-Feb	Frank
Secure booth space	15-Feb	Estelle
Get names of booth attendees	01-May	Babs
Design e-blast for database	01-May	Morty
Approval from Sponsor	15-Feb	Helen
Invite sponsor to speak at event	01-Jun	Jerry
Introduce sponsor at event	01-Jun	Elaine
Write speaking notes for MC	01-May	George
VIP meet and greet organising	01-May	Kramer
Extend invitations to key sponsors	01-May	Frank

How to Use This Template

When you sell a sponsorship package, the first thing you should do (yes, even before sending an invoice) is to build a strategy based on your sponsorship levels for how you are going to make sure that your sponsor takes advantage of, or "activates," their sponsorship benefits. This includes key dates, who on your team is responsible and what the sponsor needs in order to activate fully.

Create a table like this for every single sponsorship package you sell. Have a meeting with your team to discuss expectations and add these dates to your calendar. Do this and the likelihood that you miss something will go down significantly.

"Do this and the likelihood that you miss something will go down significantly."

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!

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.

Title Page

Include your logo and the name of the opportunity or program and your tagline.

This part will look just like your sponsorship package but with updated information.

LOGO HERE

Tagline
Dates or name of sponsorship opportunity/campaign
Location
Website

Describe Your Opportunity… Again!

Paragraph One
Talk about your cause. Note, one paragraph only about your cause! Who you are and what you do. Plain and simple- don't talk about need or sad stories. This is just a simple reminder.

Paragraph Two
Talk about the opportunity, program or event. How it went, how it exceeded your expectations and testimonials from people of note.

Paragraph Three
Talk about your users, attendees, delegates, board, etc. Basically the strength of the audience. If you have market research about your brand and who it appeals to, this is where it goes.

Graphs, Pie Charts and Anything Else to Describe Your Demographic

Use similar stats to what you featured in your sponsorship package but updated with the most current stats.

- Pie chart breaking down attendees by gender
- Graph breaking down attendees by age
- Pie chart showing attendees by city, province, country etc.
- Do you know salary? Interests? Buying power?
- Do you have a good photo showing a top notch event packed with people?

The Goal of this Section

The goal is to show off your opportunity, who attended and key demographic information. You can use two pages for this but not because you want to write more than three paragraphs! Use two pages because you can show off how much you know about your attendees or because you have stellar market research to share.

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	
Sponsors thanked by MC	Delivered	
Two VIP tickets	Delivered	

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 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.

Closing Thoughts

It took me many years, lots of trial and error, and several uncomfortable situations to develop these templates. My hope is that you will read this, find something valuable and be able to implement it immediately.

This manual is deliberately devoid of theory. It should not sit on a shelf or on your desktop. Print it. Put it somewhere that you will see it every day and most of all…use it.

Let me know what you think!

Warmly,

Chris Baylis
The Sponsorship Collective

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

sponsorshipcollective.com

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