



The Basics for Selling Sponsorship – Getting the Meeting and Making the Sale

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Naming Rights Benefits & Deliverables (June 2012)



A limited number of spaces within the TransAlta Tri Leisure Centre are available for sponsorship through Naming Rights. While each opportunity is customized to meet the sponsor's objectives, there are a number of components available to all Naming Rights sponsors.

A marketing audit of the overall facility and individual spaces was completed in August, 2011 and the marketing value of the assets and recommended Naming Rights fees are as follows. In each case, the Naming Rights term is for 5 years.

Asset	Annual Sponsorship Fee	
Facility Naming Rights	\$190,000	SOLD
Ice Complex (2 ice pads + leisure ice)	\$26,000	SOLD
Marketing Partnership	\$15,000	
Land Training (2 field houses and 1 gym)		
South Field House	\$ 9,000	SOLD
North Field House	\$ 9,000	SOLD
Gym	\$ 7,000	
Aquatics Complex (lane, leisure, play pools, etc.)	\$20,000	SOLD
Fitness Centre (including track and spin areas)	\$15,000	SOLD
Children's Play Area	\$10,000	SOLD

The Return on Investment (ROI) offered to the sponsor is 3:1 or for \$1.00 in sponsorship fee, the facility returns \$3.00 in sponsorship value. The above values do not include any external signage. The following page offers a summary of major sponsorship benefits and deliverables that accrue to each sponsor. This is a base listing and will be altered dependent upon the venue and sponsor requirements.



Step 1: Prospecting



Who gets on the list?

Companies who can benefit from the association;

Companies who are interested in the same audience;

Companies who can add value to your offering and benefit from the association;

Companies who want to meet other sponsors; and,

Companies who need brand visibility in your market.



Where to look for leads?

Friends, family, business associates, extend
your network;
Classified ads;
Financial news;
Trade publications; and,
Existing business.

Prospecting - continued



Tip

Be proud of, and let people know, what you do;

Identify new blood, read publications that no one else reads in your industry; and,

Prospect constantly, every single day.

Step 2: Research your Prospects



How do you go about doing the research, and what do you need to know?

Identify someone in each company who is prepared to be your coach; and,

People like to help/coach, they don't like to be sold.

Research your Prospects - continued



You should know the following:

How does the company compare to its competitors?

What is happening economically in its industry?

Who are its competitors and what are they doing from a sponsorship and charitable perspective?

Research your Prospects – continued



Any significant upcoming anniversary dates?

New appointments?

Chain of command, who reports to whom?

Any specific information (personal) on the ultimate decision maker?

Advertising agency and budget?

Research your Prospects - continued



Tip

Spend 80% of your time researching your prospects. The prospect will be impressed with your initiative and thoroughness.



Step 3: Prepare Your Call Sheets

What is a call sheet and what information should be recorded?

Your call sheet is your sales tool and should be used to prepare you for your upcoming call.



Step 3: Prepare Your Call Sheets

The following information should be recorded:

Date of first call;

Leadership/contacts;

Direct telephone numbers, e-mail, address;

Name of assistant;

Any personal information on prospect; and,

Hot buttons.

Call Sheets - continued



Tip

Never throw your call sheets away.



Step 4: Prepare for Objections

The best way to prepare for objections is to anticipate that you will receive the most common excuses not to participate. They include:

No money, budget spent;
Bad timing;
Over committed; and
Lack of human resources



Objections - continued

Be prepared for the most common objections and record the response on the call sheet.

Ask yourself if the prospective buyer is being honest or just lacks the ability to tell you they don't want or like your product?

Objections - continued



Prospective buyers have trouble being honest and don't like to say "no".

Getting the "no" is o.k.

Ask yourself if you are getting the no from the right person?

Step 5: Making the Call



Before you make the call you should know the following about your prospect:

What is your greatest asset for that particular prospect?

What do you need to say in 30 seconds to get their attention?



Making the Call - continued

What are your brand attributes?

What differentiates your product from other sales calls they receive?

Tip

Don't make the call until you are ready;

Be brief and give the prospect an opportunity to respond; and,

Ask for the meeting.

Step 6: The Meeting



In order to control the meeting you should do the following:

Thank them for taking the time;

Tell them you will be brief (be precise), you can not take up too much of their time unless they invite you to stay longer;

Stick to the “script” that got you in (don’t use notes);



The Meeting - continued

Control your physical movements, sit as stationary as possible;

Show self assurance, prospects buy confidence;
Engage the prospect, create a dialogue, encourage questions;

Listen (ideally you should spend most of the time listening);

The Meeting - continued



**Be prepared for objections;
Identify next steps with definitive time
lines; and,
Thank the prospect for giving you the
time.**

The Meeting - continued



Tip

Save the best for last.