// WEBSITES

www.partnershipgroup.ca

www.partnershipactivation.com

www.sponsorship.com

www.powersponsorship.com

www.sponsorshipmarketing.ca

www.sponsor.com

// PUBLICATIONS

The Sponsorship Report
www.sponsorship.ca

Sports Business Journal
www.sportsbusinessjournal.com

Sport Decision
www.sportdecision.com

Sports Business News
www.sportsbusinessnews.com

// CONFERENCES

Western Sponsorship Congress
Calgary, AB (October)
www.sponsorshipcongress.ca

IEG Annual Sponsorship Conference
Chicago, Illinois (March)
www.sponsorship.com

Canadian Sponsorship Forum
Various Canadian Cities / Major Events
www.canadiansponsorshipforum.com

Strategic Sponsorship Marketing - The Canadian Summit
Toronto, ON (November)
www.sponsorship.ca

// PROPOSAL GRAPHICS

File Formats:

Vector-based: Most professionally designed logos are provided to a client as EPS files. EPS files are scalable – they can be enlarged without losing image quality (i.e. for banners and large format printing).

Raster-based: Popular formats are JPG, TIF and GIF. Photographs are usually in one of these formats. These are not scalable – enlarging them will result in a loss of image quality, making the logo or image look pixillated (chunky).

Avoid: Logos and images as Word or PowerPoint files. These are useful for on-screen presentations, but not printing. Converting them could add to your production costs.

Resolution: Photos should be provided in high-resolution (300 dpi at size) for printing. Photos intended for use on websites can be provide at a lower resolution (72 or 96 dpi).

Integrating a Sponsor's Logo Into Your Material: Most corporate sponsors will have a professionally designed Graphic Standards manual or Visual Identity guide that outlines the proper use of their logo (minimum size, clear space/buffer zone, etc.) accompanied by a logo package. Ask for a copy for your own use to ensure that a sponsor's logo is integrated into your material properly.

Event Photography: Consider hiring a professional (or student) photographer to document your events. They will be able to provide images at an appropriate resolution for print to use in future sales material and wrap-up reports. If you document your event yourself with a digital camera, make sure to adjust your camera's settings for maximum quality (JPG images, largest size, maximum quality or RAW / TIF images). Avoid using the camera built into your cell phone or Blackberry.

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Design, layout and "Proposal Graphics" section provided by:

NINEDOORS
DESIGN+COMMUNICATION

Event Logos • Event Graphics • Sponsorship Reports, Proposals & RFPs
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SPONSORSHIP PROPOSAL REFERENCE SHEET

// SPONSORSHIP TERMINOLOGY

Sponsorship: A cash and/or in-kind fee paid to a property (typically in sports, arts, entertainment or causes) in return for the exploitable commercial potential associated with that property.

Property: A physical or non-physical asset or organization that owns specified related rights and sells them to a sponsor for the purposes of earning income for the organization. These properties are typically sports, member based associations, municipalities or government agencies, arts, charities, events, entertainment, non profit or for profit organizations.)

Prospect: A company or organization who you have qualified to be a sponsor based on research and if the marriage will work.

Sponsor (Sponsorship Buyer): The payer of a fee to the owner of a property for the purpose of gaining commercial rights related to the property.

Benefits / Assets: Those elements that are owned by a property and are of worth to a sponsor that they can buy from a property to achieve their goals and objectives – these are what make up the inventory.

Inventory: The complete catalogue all physical and non physical assets or benefits that may be made available to sponsorship buyers. The inventory (if fully delivered) should indicate all benefits and assets, their real market value individually, their fulfillment cost to deliver and the overall value of the inventory.

Bundling / Packaging: This is the combining of several assets or benefits together from the inventory to make a package or proposal for a sponsor. This is the most effective way to generate maximum dollars for a property and deliver best return on investment (ROI) for a sponsor as opposed to selling a la carte or individual benefits in a "one off" fashion.

Discovery or Exploratory Session: This is an initial meeting or meetings with a prospect to determine their needs, goals and objectives so the property can build a customized proposal to deliver on these needs and ultimately show a positive return on investment for the sponsor. This is the initial stage in the sponsorship development process once a prospect has been determined.

Proposal: The presentation (or "Deck") that outlines the property, the objectives of the sponsor and deliverers the list of benefits the sponsor will receive to achieve these goals in exchange for a specified investment in cash or in-kind.

Value: The real market worth of a sponsorship property asset or package. These values are calculated by industry accepted standards and represent the individual value of each benefit or the bundled value of the proposal. It is not the same thing as price. The price or investment is usually 10-15% lower than the actual value of the proposal.

Return on Investment (ROI): This is how the sponsor determines if their investment was good or not with a specific property. It traditionally measures against such metrics as brand loyalty, brand awareness, traffic, sales leads, actual sales, employee morale, community awareness or other elements. It is based against the original objectives of the sponsor's reason for investing.

Activation / Leveraging: This is the additional, above and beyond a rights fee or direct investment made by a sponsor to a property that will further promote the sponsorship, drive additional business and leverage the investment to its fullest possible ROI.

Fulfillment: The delivery of all promised benefits (and beyond) from the property to the sponsor.

// PROPOSAL ESSENTIALS

- **Thank for the opportunity to present**
- **Recap of Discovery or Exploratory Session** (All about prospect)
- **Event Background** (History, Timing, Location)
- **Price** (Level, Title, Clutter, Category)
- **Exposure** (Media / Communication Plan / PR)
- **Demographic Profile** (Attendees, Participants)
- **List of Benefits** – Tangible, Intangible (Quality / Quantity)
- **Activation Recommendations / Suggestions**
- **Imagery / Graphics** (property logos, smiling faces, company logos)
- **Contact Information**

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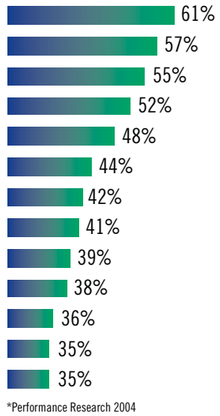
SPONSORSHIP PROPOSAL REFERENCE SHEET

// WHY COMPANIES SPONSOR



*Performance Research 2004

// COMMON PROPOSAL FLAWS

- Lack of Preparation and Planning
- Brand Awareness as Key Benefit
- Mismatch Proposal – Business Priorities
- Too Many Assumptions
- Leaving the $$ Value to the End
- Wrong Decision Maker?
- Timing
- Lack of Magic – TOO Generic

You are not selling what YOU Have,
You are selling what THEY Need / Want

// WHO YOU ARE PITCHING

President / CEO / Owner
Philanthropy / Donations / Public Affairs
Advertising / Marketing / Sales / Sponsorship
AOR (Agency of Record)
Sponsorship Agency
Public Relations Agency
Promotional Agency
Media Agency

// WHY COMPANIES DECLINE

- Property Does Not Reach Target Audience
- Limited On Site Audience Reach / Impressions
- Property Does Not Target Key Sales Markets or Underdeveloped Markets
- Limited Audience Reach Through Promotional Campaign or Communications Plan
- The Geographic Fit Is Inappropriate
- Communication Plan Is Not Clearly Articulated or Defined
- Limited Property Spend on Communications Campaign
- Communications Plan Is Not Fully Integrated Into Television, Print, Radio & Interactive
- This Property Does Not Build Relationships With Company Consumers
- Property Is Not A Preeminent Opportunity – Does Not Coincide With Company's Corporate Plans
- Opportunity Does Not Provide For A Sound Brand Fit or Association With Company Brands
- Property Is Not Relevant For Company Audience(s)
- There are Exclusivity Issues Involving Sponsorship (Category Management)
- Competitors Have Equity in Property
- Other Brands Associated With Property Are Weak and Do Not Increase Company's Property Equity
- Property Contains Sponsorship Clutter
- There Is A Better/Larger Event Competing For The Same Target Market
- Property Cannot Be Effectively Leveraged
- No Opportunity To Collect Customer Information, Quality Leads or Drive Consumers Into Retail
- There Is Limited Time To Effectively Execute Or Leverage This Property
- This Property Is Strictly A Media Buy
- The Trend Of This Property Reflects A Downward Cycle

// TIPS FOR PITCHING

// GETTING A MEETING

- Referrals from existing clients in the corporation – produces INSTANT CREDIBILITY
- "Send me something"– a quick and dirty FAX – one pager (and only one page) that says WHO, WHAT, WHERE, WHEN AND THE CUSTOMIZED CONTEXTUAL IDEA FOR THEM (WHY)
- You'll meet 24/7 ANYWHERE
- Unconventional "contacts" (attend conferences and conventions which they attend)
- Ask to breakfast, lunch, dinner or drinks – everybody has to eat
- Know when to call (early morning, early evening to reach decision maker / lunch or late night with responses)
- Know when to hold them and when to fold them (don't waste anyone's time, don't try and fit a square peg into a round hole, don't let your mouth write a check that your body can't cash)
- Friday mornings (usually in a great mood, have the entire weekend to "noodle"your concept / proposal, no weekday crisis to get in the way)
- Use any and all resources to GET A MEETING – A FACE-TO-FACE PRESENTATION
- Use any and all resources in the PRESENTATION to replicate the MAGIC of your event/property

// BEFORE THE MEETING

- PRACTICE, PRACTICE, PRACTICE – your role, the role of others, sitting arrangement, running the AV equipment
- Rehearse answers to anticipated questions
- Show up and set up early if at their office, however, your office is preferred
- Size of room / size of audience determines pitch techniques
- Bring food (muffins, ice cream bars, popsicles, popcorn)
- Source an appropriate "thank you for meeting me" gift (a personalized and signed photo from your property's key personality or spokesperson is a great idea)
- Dress the room - notepads with event / property's logo on the table, oversized graphics, props to deliver the magic
- Appeal to all senses – sight, sound, touch, smell and taste
- If possible, recreate the event for them (eg. video or picture slide show)
- Bring your own audio-visual equipment – don't trust theirs
- 4 copies of leave behind materials for them to share with other staff members

// DURING THE MEETING

- Look and SEE, listen and HEAR (There's a reason God gave you two eyes and two ears, but only one mouth)
- Remember, it's not about YOU, it's about THEM
- READ their response and REACT, abandon the script if necessary
- Concept of "paint by numbers"
- Be your personality – "you can't take stripes off a zebra"
- Balance your personality – male / female / age
- Do some casting to find similar interests (kids play minor soccer?, where they went to university, etc.)
- Use your people resources appropriately
- No negative recruiting! No put downs of the things they are involved with as sponsors
- Make an ally of their agency(ies). Show them how they might make money from the activity proposed.
- Consumer/participants/corporate sponsor TESTIMONIALS – on videotape
- Answer all but one of their questions – gives you the opportunity to "get back to them"and show responsiveness

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