

**Selling Sponsorship:  
 Proven Strategies for Making the Sale**

"You're hired!"

Stacey Spaeth Goldberg  
 Saturday, March 3, 2007

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**IEG: Who We Are and What We Do**

<b>Sponsor</b>	<b>Property</b>
<b>IEG</b>	
<b>Advisory</b> <ul style="list-style-type: none"> <li>• Assessments</li> <li>• Master Plans</li> <li>• Selection Models</li> <li>• Deal Counsel</li> <li>• Activation Strategies</li> <li>• Proposal Submission Tools</li> <li>• ROI Analysis</li> </ul>	<b>Valuation</b> <ul style="list-style-type: none"> <li>• Fair Market Value</li> <li>• Endorsed by 200+ Leading Sponsors</li> <li>• Tangible and Intangible Benefits</li> <li>• Sponsorships, Promotions, Branded Entertainment</li> </ul>
<b>Intelligence</b> <ul style="list-style-type: none"> <li>• Reports On:                     <ul style="list-style-type: none"> <li>• Who Sponsors What</li> <li>• What They Pay</li> <li>• Competitive Benchmarks</li> <li>• Activation Tactics</li> <li>• Industry Trends</li> </ul> </li> </ul>	<b>Training</b> <ul style="list-style-type: none"> <li>• IEG Sponsorship Report</li> <li>• Annual Conference</li> <li>• Regional Seminars</li> <li>• Custom Training</li> <li>• Webinars</li> <li>• Sourcebook</li> </ul>

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**What is Sponsorship?**

**Definitions**

**Sponsor:** A company that pays a cash and/or in-kind fee to a property in return for access to the marketing potential associated with that property

**Vs.**

**Donor:** When a company makes a charitable contribution to a nonprofit with no expectation of a commercial return

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**What Is Activation?** 

**Definition**

**Activation:** The marketing activity a company conducts to promote its sponsorship.

Money spent on activation is in addition to the rights fees paid to the sponsored property.

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**Key Steps in Selling Sponsorship** 

**Determine:**



**WHAT to Sell** → **WHO to Sell to** → **How to Sell**

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**What to Sell: Understand Why Companies Sponsor** 



Reason	Percentage
Increase brand loyalty	68%
Create awareness/visibility	63%
Change/reinforce image	51%
Drive retailer/dealer traffic	51%
Stimulate sales/trial/usage	43%
Community/social responsibility	35%
Platform for experiential branding	35%
Sample/display products/services	31%

Source: IEG/Performance Research Sponsorship Decision-maker Study, 2006

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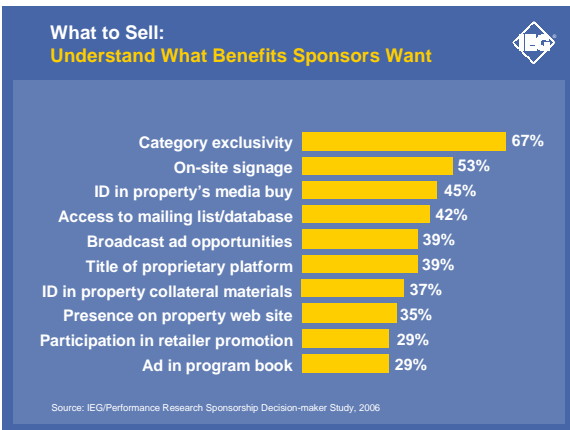
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- What to Sell:**  
**Identify Your Property's Marketable Assets**
1. Gain a clear understanding of traditional assets/benefits that are of interest to sponsors
  2. Inventory the assets you own and control
  3. Solicit input from other departments/areas of organization
  4. Quantify, quantify, quantify

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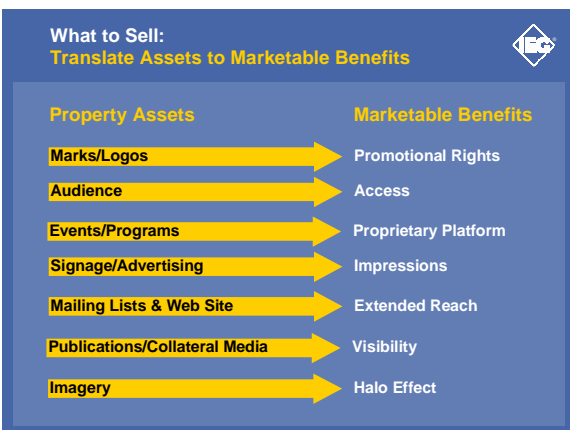
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**4 Best Practices:**  
**Putting Strong Packages Together** 

1. Structure packages, but be flexible
2. Reserve top benefits for your biggest sponsor
3. Fewer, bigger are better
4. Offer each sponsor something titled and proprietary

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**Best Practice Example:**  
**Fewer, Bigger Are Better** 

Naperville Park District: Naperville, IL

- Grew program from \$35,000 to \$250,000 when average deal went from \$2,500 to \$11,000 over four years
- Focused on comprehensive deals with longer promotional window
- Leveraged existing sponsor relationship
- Positioned property as a hook for “cause-related” promotions



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**Best Practice Example:**  
**Proprietary Programs** 



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**Who to Sell to:**  
**Identifying Sponsor Prospects** 

- Companies that market to your audience
- Active sponsors in your market
- Companies with whom you have existing relations

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**Who to Sell to:**  
**Researching Your Prospects' Business** 

- Do Your Homework
- Category trends and hot buttons
- Company intelligence:
  - Sales / distribution channels
  - Customer demos / psychographics
  - Marketing campaigns / sponsorships
  - Geographic priorities

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**Who to Sell to:**  
**Where to Find the Information** 

**Be Street Smart in Generating Leads**

- New product launches
- Classifieds: Who's hiring?
- Stock market
- Intros by current sponsors
- Tap your peer network
- IEG / marketing / business events and publications

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**Who to Sell to:**  
**Determine Who To Contact** 

- Sponsorship / sports marketing manager
- Marketing / advertising manager
- Public / community relations manager
- Brand manager / business unit manager
- Owner / president
- Account manager at sponsor's agency
- Foundation / corporate giving manager

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**How to Sell:**  
**Create Effective Proposals** 

IEG recommends that properties have two versions of the proposal:

Type	Description	Purpose
Proposal Brief	One-page document with basic information	To be used for getting a foot in the door Solicits interest and used as a precursor to face-to-face meeting
Detailed Proposal	Multi-page document including offer letter and supporting information	Used after the first contact has been made Used to give information that will help in the decision-making process Used to help the prospect defend the decision internally

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**How to Sell:**  
**Primary Purpose of Proposals** 

**Illustrate Why Prospect Should Become A Sponsor**

- Be concise and to the point
- Translate features to benefits
- Customize to the sponsor's objectives
- Include activation ideas

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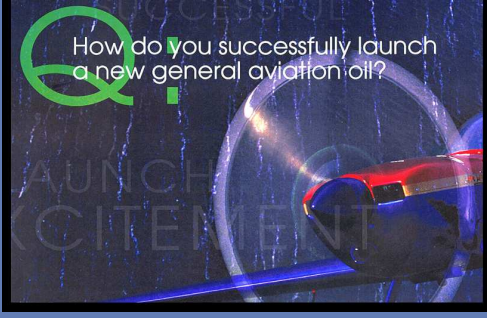

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Best Practice Example:  
**Air Show Performer Proposal**



How do you successfully launch a new general aviation oil?

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How to Sell:  
**Contacting Prospects**



**Sponsorships Are Not Sold Over The Phone Or On Paper. Gaining A Meeting Is Critically Important**

- 15-second rule
- Articulate value proposition fast and up front
- Sell the meeting, not the sponsorship

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How to Sell:  
**Contacting Prospects**



**Mine Entire Category At Once**

- Length of decision-making process does not allow for approaching companies one at a time
- Inform prospects that you have also contacted their competitors

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How to Sell:  
**Shaping Optimal Meetings** 

**Underlying Rules:**

- 30% presentation/70% listening
- Anticipate Objections
- Understand timing with clear next steps

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**Five Take-a-Ways for Making the Sale** 

- Map Your Assets
- Identify Your Best Sponsor Prospects
- Discover What Sponsors Want
- Develop Effective Proposals
- Sell Strategically

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**Questions and Answers** 



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