

HOW TO SECURE SPONSORS SUCCESSFULLY



FOREWORD BY BEN GAY III

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EVENT SPONSORSHIP CONSULTANT

Foreword



I have been watching Roberta Vigilance operate for a long time. She is not only beautiful on the outside, she has a beautiful soul . . . and really knows her stuff in the speaking world and in event sponsorships!

Having given 5,000+ paid appearances over the years, some sponsored, some unsponsored, I can personally attest to the importance of knowing this subject thoroughly and of maximizing its sheer power!

This book is the “sponsorship bible” for both novices and for seasoned sponsorship professionals who are falling short in fully monetizing sponsorship opportunities for themselves and their clients.

Here Roberta Vigilance focuses on the foundation of selling events to appropriate sponsors to successfully enhance the entire experience!

The foundation Roberta shares is in understanding, communicating, and selling. She also understands that, over time, behavior and language will change, but the foundation always remains the same.

I love the contribution this book is making in the lives of professionals and business communities around the globe!

Read it carefully, Hi-Lite and underline the most important parts for you. And absorb it!

Note to Readers



I hope this book helps you reduce your event cost or increase your profit. The concept of securing sponsors mirrors the art of bartering; it entails giving value in exchange for receiving value.

As of the date this book is being revised (May 2023), there are two common challenges you might face. Here they are with ways to overcome them:

1. Corporate Trend

Corporate brands are interested in sponsoring nonprofit events because of the tax-exempt benefit. The donation amount from the sponsorship can only be used for tax-exemption purpose and not for profit, for example, if the sponsor paid ten thousand and one thousand is used towards donation, the sponsor can only receive a gain or profit on nine thousand. You cannot use all of the sponsorship for a donation. *“A successful corporate sponsorship benefits both the charitable nonprofit and its sponsor. However, there are tax issues to be aware of..the for-profit entity should not outweigh the benefit to the tax-exempt charitable nonprofit.”* Credit: Corporate Sponsorship | National Council of Nonprofits

To overcome this challenge, stay clear from sponsors that want to double-dip (use 100% of the sponsorship money for a tax write off and to receive profitable benefits). Grow your sponsor contact list by adding small and mid size businesses. For large sponsorship, build relationships with sponsorship professionals through consistent communication. If you are a nonprofit, you want to become clear on how much can go towards donation.

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Understanding

Sponsorship Foundation

Get Rid of These 7 Misconceptions



Get rid of these 7 common misconceptions about event sponsorship so you can effectively and successfully approach the process. When you get rid of these misconceptions you will get better results faster.

1. Sponsorship is begging. This is NOT true. In exchange for receiving funding from your sponsor, you will be providing valuable benefits that will help your sponsor achieve their business or personal goal or objective.

NOTE:

Know Your Value

It is important that you recognize how the benefits will help your sponsor because if you do not you will have nothing of value to your sponsor.

2. Sponsorship is the same as donation or free money. This is NOT true. You do not need to be a nonprofit organization to secure sponsors. Remember, sponsorship is an exchange of value. For example, in exchange for receiving money from your sponsor, you will provide benefits that will help your sponsor solve their problem.
3. Sponsors and advertisers are the same. This is NOT true. Unlike advertisers that target a mass audience, sponsors target a pure demographic or

How Sponsors Save Money On Events



Let's say the cost of your event is \$100,000. Without sponsors, you will need to use your own money or borrow money to cover the cost for your event.

With sponsors, you will save \$100,000 of your own money because they covered the cost of your event.

How Sponsors Increase Event Profit



To find your event profit: subtract your event cost from your event revenue. Let's say you paid \$100,000 of your own money to cover the cost of your event and your event revenue is \$100,000. Your event profit would be \$0.

EVENT REVENUE	\$100,000
Advertising	\$ 25,000
Ticket Sales	\$ 25,000
Food and Beverage	\$ 25,000
EVENT COST	\$100,000
Venue	\$ 10,000
Decoration	\$ 10,000
Security	\$ 10,000
Sponsorship Activation	\$ 10,000
Promotion	\$ 10,000
Host	\$ 10,000
Entertainment	\$ 10,000
Celebrity Headliner	\$ 10,000
Staff	\$ 10,000
Food & Beverage	\$ 10,000

Without sponsors, because you paid \$100,000 of your own money and made \$100,000, your event profit is \$0.

Event Revenue	–	Event Cost	=	Event Profit
\$100,000	–	\$100,000	=	\$0

With sponsors, because your sponsor/s paid \$100,000 and you made \$100,000, your event profit is \$100,000.

Event Revenue	–	Event Cost	=	Event Profit
\$100,000	–	\$0 (covered by sponsor/s	=	\$100,000

OVERVIEW

Without Sponsors

Event Revenue	\$100,000
You Paid	\$100,000
Event Profit	\$0

With Sponsors

Event Revenue	\$100,000
You Paid	\$0
Event Profit	\$100,000

Communicating

Build Relationships With Sponsors

Sponsorship Terms To Know



These are common terms used in the sponsorship industry. Knowing the sponsorship language lets you effectively communicate with seasoned sponsors.

Activation – the action or activity that supports the benefit. For example, the activation for a New Year’s celebration offering visibility-benefit would be a ball drop with your sponsor logo or website inside of the lighted ball; reference The Times Square Ball in New York City.

Asset – the value your event owns or has access to, for example, list of opted-in phone numbers.

Benefit – the name of what your sponsor could receive from the assets, for example, from the list of opted-in phone numbers (asset), your sponsor can receive visibility (benefit).

Brand – an ongoing event that has a distinction or identity that defines your event and allows your event to stand out from other events, for example, Mashramani, Midi Music Festival, and the Tennis Open.

Close the Deal – when your sponsor approves the sponsorship.

Common Benefits Sponsors Look For



You can offer your sponsor one or multiple benefits. Do not shy away from offering innovative or not so common benefits. Here are some common benefits sponsors look for and need that your event might have to offer:

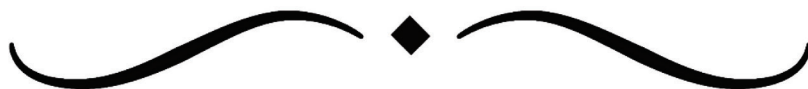
Accessibility – the opportunity for your sponsor to gain entry to places and possessions that other sponsors or people do not have access to, for example, VIP section at your event, enhance technology, a plan that can maintain their #1 position for 100 years, or access to renowned industry leaders.

Advertisement – the opportunity for your sponsor to place their banner at your event, logo in brochure, receive mention in commercials, or be in any and every place where you are advertising your event including roadside flyers and billboards.

Brand Engagement – the opportunity for your sponsor product, service, message, etc. to be experienced by your event audience through using one or more of their senses, or experience in a different way, for example, during meditation.

Brand Positioning – the opportunity for your sponsor to stand out from their competition or other sponsors.

Target The Right Sponsors



Make a list of brands, companies, individuals, and other entities that have products, services, and messages that target and resonate with your event audience, include products and services that your event audience is using.

Extend your list by adding your sponsor competitors. Also add sponsors that your event can add value to their entity, i.e., consider crossing over their products, services, and messages, to a different audience. Next to each name on your list, write how your event will help your sponsor achieve their goal or objective. Research and contact those sponsors. Research if they are in business, sponsoring other events, having an issue, have a budget, and when do they accept sponsorship requests. You can learn about them also by visiting their websites.

Be sure that you are comfortable connecting your event audience with your sponsor because neither you nor your audience will support your sponsor if you do not like them. Even though, for example, their product or service might be a good fit for your audience, their customer service may not be a good fit. FYI: Call your sponsor store or office to experience the quality of customer service they provide.

Selling

Establish Win-Win Partnerships

Create The Sponsorship Fee



THis is where plenty of sponsorship seekers become too shy or too demanding. Some do not ask for much because they are not aware of their event value. On the other end, others are pricing way too high and delivering way too low, for example, the sponsorship fee is \$1 million and the benefit value is \$100,000

To create your sponsorship fee, make a list with the cost of everything your event needs, wants, or desires, from product, service, staff, your fee, travel and hotel, marketing expert, promotion, t-shirts, step and repeat, graphic design, artificial intelligence to insurance and activation. Add (recommended) a 5-10% mark-up to cover the cost of unforeseeable events which can lead to unexpected costs. For example, price fluctuation for design development.

If you are seeking sponsors to cover all of your event cost, add all of the cost on your list, the total will be the sponsorship fee. If you are seeking sponsors to reduce your event cost, only add the cost you are seeking funding for, the total will be the sponsorship fee. FYI: In a week or two weeks, revisit your list to remove or add cost and update the sponsorship fee, if needed.

When adding mark-up, add the cost plus mark-up percentage to find the total. For example, \$100,000 (event cost) + 10% (mark-up) = \$110,000 (sponsorship fee). If your event goes as planned and stays on budget, the \$10,000 (mark-up) could become your event profit, go towards enhancing your audience experience at your

What To Include In Your Sponsorship Letter And Proposal



The purpose of your sponsorship letter and proposal is to introduce yourself and event, let sponsors know what you are offering, and how it can help them achieve their professional or personal goal or objective. It is to also start the conversation with your sponsor.

Keep your proposal:

- Clear and concise.
- Up to four pages when including pictures and mock-ups, e.g., flyers and videos to show your sponsor what their name would look like on monitors, within a commercial, as an endorsement, or of previous events. Up to two pages for text only proposal. FYI: A one page proposal or letter is also effective to gain interest of sponsors, start a conversation, and secure sponsors.
- Under eleven pages when sending a pictorial proposal or proposal that has more pictures than text. Visuals are much faster to read through than text. Use accurate pictures, for example, if you are seeking sponsorship for a football team, do not include pictures of a hockey team – unless relatable. FYI: Only use pictures of celebrities who agreed to be part of your event

EXAMPLE 5 – A LA CARTE SPONSORSHIP PROPOSAL



à la carte

SPONSORSHIP OPPORTUNITY



- After Each Trailer** (Header: light blue)
 - GET SEEN AT EVENT**
 - Clickable link sent 45 times to your website landing page
 - \$60,000**
- Twitter, Facebook, TikTok, and Phone** (Header: orange)
 - STANDOUT**
 - Let indie movie goers know that there is a platform for them
 - \$60,000**
- Personalized Videos** (Header: green)
 - BUILD RELATIONSHIP**
 - Share your story and let the audience get to know you
 - \$50,000**
- Write Ups and Talk Ups** (Header: purple)
 - STRENGTHEN RELATIONSHIP AND GROW AUDIENCE**
 - Become talk of the town and go-to platform to watch indie movie trailers
 - \$10,000**

15-Second Pitch To Gatekeepers And Sponsors



When calling sponsors, you will most likely come across gatekeepers. Gatekeepers are professionals who answer the phones, and could be, for example a receptionist, secretary or an operator. FYI: There are times when the business owner or decision maker answers the phone so know what to say before you call.

To reduce nervousness and keep from stumbling over your words, practice these scripts. When you call, take your time, be polite, and have a positive attitude.

NOTE:

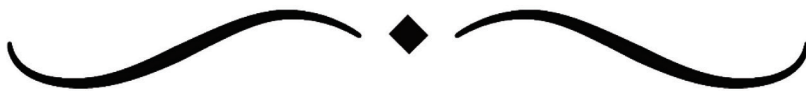
Mental Health

Asking the gatekeeper how they are could brighten up their day. Something could be going on in the gatekeeper's personal and professional life. If they are rude, try your best to get to the sponsorship decision maker.

Script:

Hi (gatekeeper name, if you know it). My name is (your name) with (name of your business or event name). How are you?

After You Close



1. **Please, please, please** honor all verbal and written agreements with your sponsor by activating what you promised. If something unforeseeable happens that prevents you from providing any or all of the benefits to your sponsor, keep calm and inform your sponsor as soon as possible.
2. Safeguard your sponsor image to maintain and increase their value.
3. Provide your sponsor with pictures, video clips, web/text links, audio commercials, awards, or any proof that shows you delivered all of the benefits or you are in the process. They might use it for other marketing and promotional campaigns or for bragging rights.
4. Support your sponsors, e.g., purchase their product or service, donate to their charity, support their music and movie, visit their destination, and recommend your family, friends, and network to do the same.
5. Thank your sponsor in post event media outlets, offline and online, that reach their target audience.
6. Remember you closed the deal with a person and not money. Treat your sponsor with respect and look forward to continued sponsorship.
7. Maintain a positive relationship with your sponsor. Kyle Johnson, Sprint/Nextel
8. Communicate with your sponsor daily, weekly, or at the scheduled time to provide updates or progress reports.

Quiz

1. You can use all of the sponsorship as a donation:

- A. True
- B. False
- C. Sometimes

Answer on page 7

2. Why do companies sponsor events:

- A. Connect with your target audience
- B. Save time and money
- C. Both A and B

Answer on page 15

3. The total value of all benefits needs to be, at minimum:

- A. The total cost of the activation that supports the benefit
- B. Valued more to Sponsor A and less to Sponsor B
- C. The same as the sponsorship fee

Answer on page 30

4. If your sponsor does not pay on time:

- A. You could give them more time
- B. You could retract benefits
- C. You achieve your expected outcome

Answer on page 49

5. Gold, Silver, Bronze package is an example of what type of proposal:

- A. A La Carte
- B. Tier
- C. None of the above

Answer on page 53

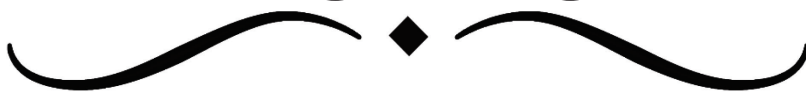
6. In case something unforeseeable happens, you should:

- A. Not contact your sponsor
- B. Give up
- C. Contact your sponsor as soon as possible

Answer on page 66

Conclusion

Closing Thoughts



Ninety percent of securing sponsors is being passionate about your event, 10% is having the knowledge that is shared in this book. Your passion will keep you going when a sponsor says no or people stop believing in you and your event.

Sponsors are people too. Some might be unfriendly, while you might make a friend or two with others. Understand you are not entitled to sponsorship just because you and your event audience are huge fans and supporters of a sponsor.

Be aware, and understand, that some sponsorship professionals have lost touch with reality. Although they need properties and their businesses heavily rely on your event audience purchasing their goods and services, they do not feel the need to build relationships, partnerships or connections with communities their target audience is in because they only think of their audience as consumers. They feel gratified sponsoring the same events even though they are not making a profit. Why? Because they are receiving intangible benefits which allow them to keep their money and resources within their network.

Be considerate. Some sponsors became the multi-million and multi-billion dollar businesses they are today through sacrificing time away from their family and health. There are sponsorship professionals and gatekeepers in those companies that have no clue of the company history nor do they have an entrepreneurial mind or spirit or care about the sacrifice that the founders of these businesses made. Some of these individuals only think and act like employees who are there to enforce antiquated systems and for a paycheck – not to learn, improve, or foster

Note From Author



Iwould like to express my gratitude for your support. Being a part of your success in securing sponsors is a true honor.

To receive tips and insights directly from sponsors, tune in to my podcast called "SponsorshipTalk with Roberta Vigilance."

If you have urgent questions or need immediate assistance with sponsorship negotiations, subscribe to our 24/7 expert answers and guidance service provided via email.

Keep an eye out for VMFESS (Vigilance Metric For Evaluating Sponsorship Success) coming soon. The workbook and metric evaluates sponsorship success both before and after activation, making it easier for sponsorship seekers to submit successful proposals and for sponsors to make informed decisions. To be among the first to receive updates on VMFESS availability, please email roberta@eventsandsponsors.com.

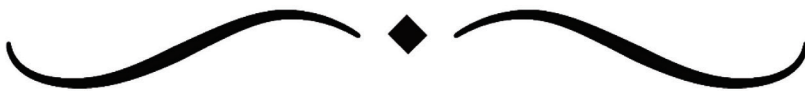
I wish you the utmost success in your efforts to secure sponsors for your event. Please keep in mind that my podcast, 24/7 expert answers and guidance service, as well as my consulting expertise, are available whenever you're ready.

Best regards,

Roberta

roberta@eventsandsponsors.com

Take Action



It's time to take action!

Here are the next steps to follow:

- Have your sponsorship proposal ready, to send sponsors at anytime.
- Create a list of sponsors, to know who you want to partner with.
- Research sponsors, to learn more about their needs and events that they are sponsoring or have sponsored.
- Contact sponsors, to find who the decision maker is and to send your proposal.
- Submit your sponsorship proposal, for sponsors to review.
- Follow-up with sponsors, to meet with sponsors or get their answers.
- Close sponsorship deal, to get the money or resource, or both.
- Honor your agreement, to keep your sponsor and from having legal actions taken against you.
- Report sponsorship progress, to keep sponsors up to date.
- Upsell sponsor, to save time looking for new sponsors.
- Continue to repeat steps, to get more money and resource.

I would love to hear about your success. Please include me in your success updates at roberta@eventsandsponsors.com.

Thank you!

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