

Adding Value to Sponsorship Offers.

All businesses now are asking “How will this sell more widgets?” - Widgets take the place of services, product etc. “Will this drive more business for us?”

1. Be the Portal. Can you provide a mechanism for sponsors to sell directly to participants, members and businesses that are associated with your organisation
2. Be Green. All companies want to be seen to be clean and green and the ones that aren't want to be associated with organisations or events that will offset their “carbon-credits”.
3. Win-Win media opportunities. Instead of just selling ad spaces can you create with your media partners an opportunity for a 2 minute segment on their station that the sponsor can utilise to discuss its business. Work with the sponsors by knowing the sponsor to help the sponsor.
4. Leverage retail partners. Can you provide an opportunity for your new sponsor to advertise or in-store exposure to a retail partner who has enormous foot traffic.
5. Offer off-site reach. Can you provide addition mini-events they can link to. E.g. a fun run with 10 weekly runs for participants to get fit – each mini-event will allow a wider reach.
6. Support the sponsors ad campaign. Find out what their current advertising is and devise a deal or package that will support and work with their existing spend.
7. Will the package offer make them want to own and run with it as it is has added value to them as a company in their wider markets.
8. Summits. Prior to the event get all the sponsors together to let them discuss how they may wish to interactive to enhance their offering.
9. Offer extra. If a property hasn't been sold then give it to an existing sponsor so they feel you are thinking of them and are prepared to provide greater opportunities for them.