

# Growing Sponsorship at an existing event.

## GET MODERN

**Rule 1: Create better opportunities for marketing.** Look for new ways for sponsors to connect with consumers. It could be moving the event, changing the start, evolving it to allow sponsors to get more out of it.

## TALK TO MORE

**Rule 2: Provide additional media vehicles to reach more people.** Can you reach more people with some changes in media spend, approach, location. Would placing your event at the local park right next to a Westfield Mall allow a greater reach and therefore an easier sell?

## TAKE A FRESH LOOK

**Rule 3: Carve out new inventory/properties.** What can you sell that will be attractive to either a sponsor or a wholesaler. Look at selling opportunities, alignment to a charity, hospitality options, or event milestones e.g. 5km run – sell a km to 5 different companies. We do it for golf holes why not other events. Put yourself into the sponsors shoes and think how will they view this.

## PEOPLE WANT TO BE PART OF A COMMUNITY

**Rule 4: Highlight community involvement angle.** Companies want to differentiate themselves from other companies in their space. For example Bendon linked with the Cancer society to have pink ribbons on their underwear. Women now choose to buy Bendon underwear due to the knowledge they are helping others. All companies and people want to help other people as long as it won't cost them.

## SPONSORSHIP IS FOR THE SPONSOR

**Rule 5: Offer tailored sponsorship packages.** Tailored, integrated solutions will help greatly with selling sponsorships. A one approach to all will no longer work. What do they need, what do they want, can we do it and when will it happen? Are all questions that need to be asked BEFORE a proposal is given. Answer all their issues before you walk in the door and you will be halfway there.

## TALK TO PEOPLE DIFFERENTLY

**Rule 6: Talk to people how they want to be talked to via the media vehicle they generally prefer to receive their interaction.** Utilise new technologies, know your demographics and then ASK THEM what they want. If you grow their interaction you are more likely to get the Return on Investment you are after.