

# YEAR LONG SPONSORSHIP PROGRAMS




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## GET ALL THE HANDOUTS HERE

- [heritageconsultinginc.com/services/downtown-revitalization/training-workshops/handouts-for-year-long-sponsorship-workshop-hammond-la-2019](https://heritageconsultinginc.com/services/downtown-revitalization/training-workshops/handouts-for-year-long-sponsorship-workshop-hammond-la-2019)

- Andmore PA sponsorship sell sheet.pdf
- Batavia year long 2011 Sponsorship Brochure.pdf
- Boonville\_sponsorship\_form[2].v2.pdf
- Bridgeton NJ Sponsorship Brochure side 1.pdf
- Bridgeton NJ Sponsorship Brochure side 2.pdf
- Event Sponsorship Brochure Waverly ME - Copy.pdf
- Libertyville sponsorship package 2007 Q1.pdf
- munews-1998-10 sponsorship yvonne allen.pdf
- Sponsorship Brochure, C&W and PKFL.pdf
- Woodbury Event Sponsorship Apps.pdf


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## AGENDA

- Definition of sponsorship
- What do sponsors get for their dollars
- Contents of sell sheets
- 12 steps to sponsorship success
- Sponsorship management
- Year Long Sponsorship Programs
- Sample documents

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## WHAT IS SPONSORSHIP?

- Supports specific activities
- Is advertising for the company



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### WHAT DOES THE SPONSOR WANT?

- Increase sales
- Corporate hospitality
- Introduce a new product
- Expand use of current products
- Sampling
- Asset/category exclusivity
- Employee incentives
- Customer incentives
- Trade incentives
- Product branding
- Differentiation from the competition
- Association with a particular lifestyle
- Heighten visibility
- Shape consumer attitudes
- Entertainment

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### SELL SHEETS NEED

- Marketing and merchandising opportunities, sampling, product sales, coupons, displays, audio announcements
- Hospitality—tickets to event, VIP parking, VIP tent/area, meet and greets
- Media—print, electronic, TV, radio -list all opportunities to reach your audience



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### SELLING SPONSORSHIPS

- Just like any other types of sales!
- You have to ...
  - know your product
  - know your buyer
  - understand their needs
  - customize to meet those needs



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### SELL BENEFITS NOT FEATURES

#### Features

- “posters, flyers, signage,
- blah, blah, blah”

#### Benefits to sponsors

- RATHER ... a variety of marketing collateral and on-site opportunities
- that reaches a diverse market (**YOUR** market), helping you reinforce
- your branding strategy and achieve your marketing objectives within a specific target market

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**SYLVIA ALLEN 12 STEPS TO SUCCESS**

- 1. Take inventory
- 2. Secure media partners

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**12 STEPS**

- 5. Make initial contact
- 6. Try to get an appointment

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**12 STEPS**

- 3. Incorporate media into sponsorship proposal
- 4. Research sponsors

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**12 STEPS**

- 7. Be creative
- 8. Make the sale

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**12 STEPS**


9. Keep sponsor in the loop  
10. Involve sponsor in event

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**SPONSORSHIP MANAGEMENT**

- Organization Comm. has list of potential sponsors
- Sponsorship management is each committee's responsibility
- Assess how your sponsorship program is doing



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**12 STEPS**


11. Provide post event report  
12. Renew for next year

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**SPONSORSHIP MANAGEMENT 2**

- Increase amount for a few categories each year
- Develop a year-long calendar of solicitation opportunities
- Ask sponsors to become annual gift donors too



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### WHY DO A SPONSORSHIP ANNUAL PLAN?



- Prevents nickel and dime solicitations
- Targets sponsorship dollars
- Allows sponsors to spread their marketing dollars over several events
- Makes you look more professional



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### SAMPLE DOCUMENTS



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### THANK YOU!

- Donna Ann Harris
- Heritage Consulting Inc.
- 422 South Camac Street
- Philadelphia PA 19147
- 267 251 5444
- donna@heritageconsultinginc.com

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