



THE SPONSORSHIP ROADMAP

Event Sponsorship Notes

Producing and promoting events is a great way to let more people know about the work you do, and it's also a great business model. In my own business, events are the way to get exposure for our products, services, and coaching. In addition, it allows us the opportunity to gain exposure for our sponsors.

While we personally secure our sponsors, some companies might have someone on their team or an intern coordinate this process for them.

As more brands spend less in traditional advertising and more on sponsorship, we are in a time that allows us to create sponsorships where everyone can benefit.

A Few Quick Tips About Event Sponsorship:

- 1. Before approaching a brand to sponsor you, have a clear plan.** By creating a Sponsorship Marketing Plan and Sponsorship Inventory, you'll have a clear idea of what types of sponsorship you can offer.
- 2. Know the audience!** Sponsors will always look for sponsorship opportunities that will help them reach their business goals, especially if they're already spending dollars within a certain demographic. You most likely wouldn't find an auto parts store sponsoring a mommy and me baby event. Be clear on your audience, and the audience your prospective sponsor wants to reach.
- 3. In building your sponsorship programs, have more than one option.** I teach this in my online course, The Sponsorship Roadmap. Giving sponsors options allows them to find a way to reach their goals, within their budget.
- 4. Build the relationship and follow-up with your sponsor after the signing of the agreement, and after the event.** One of the biggest mistakes I see people make is NOT thanking their sponsors and/or not sharing the results of the event with them. By thanking sponsors and sharing results, they get to see the direct benefit of their sponsorship. In addition, this is the perfect time to start talking about renewals.