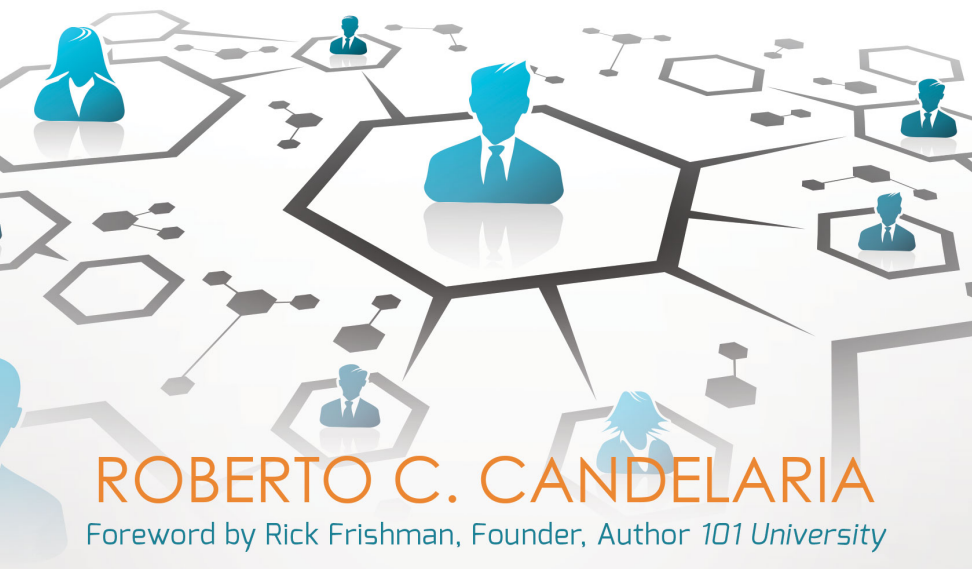


# SPONSORSHIP *for* INFLUENCERS

PROFITABLE PARTNERSHIPS IN **5 SIMPLE STEPS**



**ROBERTO C. CANDELARIA**

Foreword by Rick Frishman, Founder, Author *101 University*



## Praise for *Sponsorship for Influencers*

“This is most likely the best how-to book on sponsorship ever written! It’s a must-read book for influencers tired of getting paid with free socks and ready to get checks!”

—Tom Antion, Founder, <http://www.IMTCVA.org>

“Packed with inspiring success stories, *Sponsorship for Influencers* is highly applicable to influencers anywhere in the world. Clear and concise, this book is a must-read for any sponsorship seeker.”

—Debbie Allen, Debbie Allen International

“Sponsorship for Influencers is the how-to guide for influencers to get sponsored! Whether you have little to no following or over 1 million, this book will give you a competitive edge in getting sponsored.”

—Bill Walsh, America’s Small Business Expert

“Roberto Candelaria is the master of sponsorships. If you are an influencer who wants to get sponsored, Roberto’s latest book, *Sponsorship for Influencers*, is a must-read.”

—Leo Melendez, Creator of Ambition Summit  
& Founder of Reach Millions Online



“Roberto not only has a heart of gold but a proven track record of sponsorship success. In his heartfelt, no-nonsense book, he shatters the myths that hold people back from getting sponsored, and shares his wisdom that will save you years of pain learning what NOT to do when pitching brands. If you are ready to get the sponsorships you’ve been dreaming of, Roberto’s Five Step Sponsorship Success System will give you the simple, actionable steps you need. Sponsorship is the new advertising channel of choice for brands both big and small, and Roberto shows you how to build the relationships and land the sponsorships that will take you to the next level.”

—Taylor Bare, TaylorMade Web Presence

“This new book shows influencers how to find sponsors, what to pitch them, and how to keep them coming back for more. Roberto is on the leading edge of the constantly changing face of social media, teaching influencers how to leverage their platforms with relationship building and authentic value sponsorship success.”

—LaTara V Bussey, Color Your Soul



“I know I’m not the only one who has asked these questions: Can I get sponsored? Why would a company sponsor my brand? Or said to myself that my following wasn’t big enough. This book clears up the questions and doubts that I’ve had. Roberto shows us that it is possible to get sponsored if we do our part. This book is definitely a must-read if you find yourself overwhelmed and uncertain about sponsorship. It is time to get clear and get sponsored!”

—Tee, Tee’s Hair Secret

“*Sponsorship for Influencers* is an easy read that will change the way you see what and who can get sponsored. Leading the industry with training specifically geared toward influencers, Roberto shares his knowledge and client success stories.”

—Brandy Butler, [www.brandybutleronline.com](http://www.brandybutleronline.com)

“*Sponsorship for Influencers* provides the foundation for anyone who is already an influencer to someone who is striving to become one on how to gain the competitive jump on securing sponsors, and more importantly, how to do it the right way. Roberto’s simple steps take you through the process and break it down to make sponsorship a regular part of your business. If you have always had limiting beliefs that sponsorship



was only for celebrities and non-profits, or that food was the only thing you could ask for, get ready to have your mind opened up to a whole different side of sponsorship.”

—Jen Fontanilla, [www.jenfontanilla.com](http://www.jenfontanilla.com)

“Sponsorship is now within anyone’s reach. Roberto Candelaria breaks the process down into a simple, step-by-step formula that anyone can follow. If you are an influencer of any kind, no matter how big or small your audience or niche, sponsorship is an indispensable tool for expanding your reach, your credibility, and your bottom line. Roberto has helped his clients get millions of dollars in sponsorships from the biggest companies on earth—and he can help you too.”

—Alex Carroll, [RadioPublicity.com](http://RadioPublicity.com)

“Roberto’s new book debunks the myths and tall tales of what it takes to get sponsored. This guidebook gives you the step-by-step proven sponsorship success system to getting sponsored as an influencer, even without a huge following. You need to read this book because Roberto is on the leading edge of helping influencers get sponsored!”

—Michelle G, [www.MichelleG.com](http://www.MichelleG.com)



“A true game changer. This book is definitely a must-read for influencers. Roberto delivers impactful nuggets of wisdom for anyone looking to learn how to gain sponsorship. His 5 steps are thorough, well thought out, and easy to execute. He has carefully crafted a formula for successful sponsorships and it is laid out clearly within these pages.”

—Cheryl Polote-Williamson, award-winning  
and multi-bestselling author

“*Sponsorship for Influencers* is as compelling as it is enlightening. Through his casual and intelligent writing style, Roberto explains how everyday people can be paid for their influence. Roberto guides readers through all facets of the sponsorship process and shares inspiring stories of clients who paved their way to success through harnessing the power of sponsorship. Captivating, informative, and understandable, this book is a must-have tool for anyone looking to extend their sphere of influence through sponsorship.”

—Bibi Goldstein, [buyingtimellc.com](http://buyingtimellc.com)

“Taking his readers on a journey through what sponsorship is really all about is such a great gift from Roberto. The trepidation that so many sponsorship seekers face, teamed with fear of failure, pressure of



time, and past bad experiences are met by Robert's calm, strategic, and practical concepts, processes, and insights, which will not only reassure readers but set them on the right path to sponsorship success, in all its forms. Roberto uses language and concepts that are easily understood, and importantly, easily applied, whether you're seeking sponsorship for the first time or already have years of experience. His holistic approach to sponsorship removes the archaic sponsorship model of transactions, and replaces it with a truly valuable and strategic approach to connecting the dots in all facets of the sponsorship lifecycle. Through storytelling, analogies and step-by-step suggestions, Roberto shares his own vulnerabilities and failures on the road to success, and has a genuine passion and regard for those treading the sponsorship pathway; he has been there and done it, and wants others to succeed too!"

—Vickie Saunders, CEO, The Sponsorship Consultants, [www.thesponsorshipconsultants.com](http://www.thesponsorshipconsultants.com)



# SPONSORSHIP *for* INFLUENCERS



**Also by Roberto C. Candelaria**

*Relationships Raise Money:  
A Guide to Corporate Sponsorship*

**Live Events and Seminars by Roberto C. Candelaria**

Sponsorship Boot Camp

Sponsorship Crash Course

Meet Roberto online and receive  
sponsorship training at:

[www.RobertoCandelaria.com](http://www.RobertoCandelaria.com)



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PROFITABLE PARTNERSHIPS IN 5 SIMPLE STEPS

Roberto C. Candelaria





## **SPONSORSHIP FOR INFLUENCERS**

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Author Photo by: Maggie Kirkland, Honeysuckle Photography



This book is dedicated to my parents,  
Rodolfo Candelaria Jr. and Debbie  
Candelaria, who taught me to dream,  
take action, serve others,  
and stand up for what is right.

In memory of Michael E. Becker,  
co-founder of Hello Gorgeous of Hope,  
Inc. You taught us to live, serve, and love.  
Like you, I want to go sliding into home  
base with absolutely nothing left to say  
but, “That was awesome.”

Thank you for your inspiration  
and example.







# NOTE TO READERS

## Earnings Disclaimer and Forward-Looking Statements

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Generally, the earning potential for those who use our products and programs is encouraging. However, your earning potential is subject to many different factors, including your work ethic, dedication, and follow-through. We value hard work and dedication, and those are two of the many different factors that determine your individual success in business and life.

We do not believe in any “get rich” schemes nor do we teach them. We believe that you are responsible for your own actions, results, and successes.



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This program may include “forward-looking statements.” Forward-looking statements include information concerning future results. Words such as “believes,” “expects,” “anticipates,” “intends,” “plans,” “estimates,” “projects,” “forecasts,” and future or conditional verbs such as “will,” “may,” “could,” “should,” and “would,” as well as any



other statement that necessarily depends on future events, are intended to identify forward-looking statements. Forward-looking statements are not guarantees, and they involve risks, uncertainties, and assumptions. There is no assurance that actual results will manifest in the same way as one's expectations.







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# ACKNOWLEDGMENTS

*“Be thankful for what you have; you’ll end up having more. If you concentrate on what you don’t have, you will never, ever have enough.”*

—Oprah Winfrey

To my parents, Rodolfo Jr. and Debbie Candelaria: I love you and am grateful for the opportunities that I have because of your never-ending love and support.

To my sister, Marisol: Thank you for being my biggest cheerleader and also the one I know I can call to talk about anything. You are an amazing sister, mom, and daughter. I am proud of the woman you have become.

To the late Michael E. Becker, co-founder of Hello Gorgeous of Hope, Inc: I am honored to have called you friend, and I will do my best to help Kim, Trisha, and the team continue your legacy.



To Mrs. Cynthia Bradley: Thank you for pushing me all those years in English class. Although I didn't see it through middle and high school, I am grateful for the way you pushed me to be the best version of myself. I'm sure you'll find a couple of places in this book to make some red marks!

To Rick Frishman: You convinced me to write a book, get on stage, and hold live events to teach people sponsorship. Thanks for believing in me and giving me my first break in this industry in 2012.

Many thanks to Tom Antion: One of my favorite emails from you had the subject line, "Are you ready for the big time?" You continue to teach me new ways to serve others online and earn an income at the same time. I am grateful that you were there through the ups and downs of life and business. Thanks for sharing the stories and lessons of your father, and of course, for encouraging Warren and me to get Walt!

A huge thank-you to Tracey Charlebois for constantly asking, "What are we going to do next?" and then helping me implement and automate ideas!



To Dr. Keith Vassallo and John Frels: Thank you for always being there through the good, bad, ups, downs, and everything in between. My life is better because of the two of you. Laughter, tears, and a good glass of wine—I love y’all both dearly.

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Yann Ilunga, Julie Anne Eason, John Lee Dumas, Aprille Franks-Hunt, Anthony John Amyx, Brandy Butler, Debbie Saviano, Cheryl Polote-Williamson, Bret Ridgway, Lisa Nichols, and Nicole Holland. Thank you all for allowing me to serve your tribes and for serving mine.



# FOREWORD

“Rick, I can’t write a book. I have no list, no audience, and who would want to read a book on sponsorship?”

This was the start of an actual conversation I had with Roberto C. Candelaria in September 2011 sitting backstage at an event. His first book, *Relationships Raise Money*, was released a month later in October 2011, and I’ve watched him grow and mature as an author, speaker, and man over the past six years.

When Roberto asked me to write the foreword for the book you’re holding, I said “Yes” for two simple reasons:

1. He asked.
2. I believe in his content and it’s ability to help you get sponsored, if you do the work.

Being in the publishing industry for forty-one years now, I’ve worked with many of the top book



editors, literary agents, and publishers in America, including Simon and Schuster, Harper Collins, and Random House. I've also worked with best-selling authors such as Mitch Albom, Bill Moyers, Stephen King, Caroline Kennedy, Howard Stern, Smokey Robinson, Barbara Bush, John Grisham, Henry Kissinger, Jack Canfield, Arnold Palmer, Jackie Collins, Whoopi Goldberg, and President Jimmy Carter.

Whether they knew it or not, all of these people were influencers. You are an influencer.

As the Founder and Host of Author 101 University, I've also seen micro-influencers come to learn how to publish and market their books, so they can be even better influencers. Roberto has spoken at Author 101 University since 2012, and the crowd loves him. Over the past five years, I've seen sponsorship success after success from our attendees that work with him.

Before I go further though, a quick publicity tip: To be an influencer, people have to be able to find you! Be sure to get [yourname.com](#), [yourbooktitle.com](#), and [yourcompanysname.com](#). Get your domains. It's one of the first pieces of advice I gave Roberto too!



*Sponsorship for Influencers* contains all the information you need as an influencer to successfully create and implement a thriving sponsorship program using the proven Five-Step Sponsorship Successes System, which has been supported by case studies and resources.

As you read this book, pay special attention to the System and be sure to complete the Sponsorship Success Prompts throughout the book. After forty-plus years in publishing and publicity, I can say that this book is the secret to getting sponsored. You need to read it!

To your sponsorship success!

Rick Frishman

Founder of Author 101 University

Publisher at Union Square Publishing







*Preface:*

# INFLUENCER, IT'S YOUR TIME

Never before has the opportunity for influencers to create profitable partnerships been so simple. Authors, speakers, podcasters, bloggers, non-profit executives, and social media influencers are creating partnerships that weren't previously available.

Whether you're deciding to become an influencer, you're starting out on your journey as one, or you've already been sponsored by major national brands, this book is for you. Influence open doors to new opportunities, partnerships, bigger stages, and the ability to make the impact you want in the world. Influence allows you to align your name and brand with other major corporations and brands. Influence amplifies your voice, work, and brand.



What happens when you're a sponsored influencer? That's up to you! It's a story and journey that you get to write. Here's what other sponsored influencers, like the ones mentioned in this book, experienced by being sponsored:

- ➔ Increased credibility, image, and prestige: They quickly became a celebrity or authority figure in their market.
- ➔ Maximum influence in their niches: They were able to charge more for the work they do and the tribe they influence.
- ➔ Increased target market: Alignment with the right brands increased their customer base.
- ➔ More sales with supercharged sponsorship promotions: Sponsored influencers increased their revenue and stopped worrying where the next client or check would come from.
- ➔ Secured support: They got companies to pay for their brands, products, and services. They avoid the cash flow roller coaster that makes your stomach turn every month.



It's time for the world to know you. It's time to be paid for the difference you make. It's time to get sponsored.







# HOW TO GET THE MOST OUT OF THIS BOOK

*“There is no greater thing you can do with your life  
and your work than follow your passions – in a  
way that serves the world and you.”*

—**Richard Branson**

If you're anything like me, you love to read. I read at least a book a week, and I hope to eventually read a hundred books in a year. Why? There's so much information that can be gained from reading a book. So much knowledge.

As you read this book, I want you to get the most from it. I don't want it to be another book that's simply purchased and skimmed, but one that you read and implement!



Walt Disney once said, “If you can dream it, you can do it.” I like to say that he left off, “With a little bit of elbow grease.” My parents instilled the importance of a strong work ethic in my sister and me. One thing I’ve learned to be true in business and in life is that success does not come to those who wait, but to those who work to effectively implement what they have learned.

Everyone with a legal business can get sponsored, and everyone is an influencer in his or her own right. I’ve mentored sponsored influencers who are authors, speakers, bloggers, podcasters, nonprofit executives, social media stars, community and tribe leaders, founders, journalists, inventors, and more!

Those who will be the most successful with this book and become sponsored influencers will be in one or more of the following groups:

1. **Start-Up Influencers:** You are just starting to build your platform. You’d like to get paid to speak, write a book, and change more lives with your message. You likely have less than 250 social media followers on any one platform and less than 500 followers on all platforms combined, if you have social media at



all. Your desire to make a difference pushes you forward, and you're looking for the tools and resources to build your business as an influencer.

2. **Micro-Influencers:** You've been building a platform, even if you haven't considered yourself an influencer or been sponsored yet. While you've been creating content and sharing your gifts with the world, you are not where you want to be or paid the amount you know you're worth. You likely have 250 to 10,000 followers on social media or as a blogger or podcaster. Your audience knows you and they look to you for recommendations for products, services, events, and more.

If you've already been sponsored, you know you left money on the table. You're tired of free products and you're ready for checks. You're looking for strategies and tactics to get sponsored as an influencer and to charge your worth for those sponsorships.

3. **Macro-Influencers:** You have a tribe and loyal following. You have products and services to offer and you are known as an influencer. You are sought as a speaker and guest contributor,



and people think of you when your topic area is mentioned. You are looking to move from influencer to thought leader.

You likely have 10,000 to 500,000 followers across your social media and content platforms. As an influencer, you have earned between \$10,000 and \$100,000 per year in sponsorships or have had the request to be sponsored, but didn't know how to value your platform for profitability. You are looking for a plan to get sponsored or get more sponsors to make your impact on the world.

4. **Mega-Influencers:** You know what it means to be an influencer and thought leader. With the shift in social media and digital communication, it's easier than ever to share your message and your voice. You likely have 500,000 or more followers across your social media and content platforms, or you are a CEO, executive, or celebrity. You understand that sponsorship is business and you're looking to create profitable partnerships with brands that resonate with you and your target market. You're looking for a plan your current



team can implement to increase ROI for all parties involved.

Regardless of who you are, reading this book is a great foundation to building a vibrant sponsorship program for your organization, for-profit or non-profit. I congratulate you on taking the first steps to getting sponsored!

Here's what to do next:

1. Refer to this book as a user's manual and resource guide, and always remember that it will not build your sponsorship base for you. Only you can do that through implementation, and now is the time to start.
2. If you haven't done so, download the sponsorship terms glossary and Roberto's Top 10 Sponsorship Tips at  
  
[www.SponsorshipForInfluencers.com/glossary](http://www.SponsorshipForInfluencers.com/glossary)  
and  
  
[www.SponsorshipForInfluencers.com/10tips](http://www.SponsorshipForInfluencers.com/10tips).
3. Answer the Sponsorship Success Prompts throughout the book.



4. If you are new to the entire sponsorship concept, start small. One of the biggest mistakes I see is that people try to go from zero to \$250,000 in less than thirty days. Follow the Five Step Sponsorship Success System and use this guide to put together a package and proposal and create a list of prospects. Then, go have fun!

Sponsorship is an amazing journey. I hope to be a bigger part of your journey and success by seeing you at one of our live events, such as Sponsorship Boot Camp. Remember that sponsorship takes time and persistence, but the rewards are far greater than the effort. Sponsorship is simple... it's just not easy!



## Introduction

# THE POWER OF RELATIONSHIPS

“I believe in the power of relationships.”

That was the opening sentence of my last book, *Relationships Raise Money: A Guide to Corporate Sponsorship*. Since writing that book in 2011, I’ve seen that phrase become more relevant than ever. While the tools and resources we use to facilitate conversations with one another to build and maintain relationships have changed, solid relationships with clear and open communication are still one of the main keys to our successes in business, life, and sponsorship.

Social media has made—and continues to make—it easier than ever for us to communicate with the touch of a button. When I started in business, we would “fax” something to someone and



use a “land-line” to call a colleague. Nowadays, we hear the terms “Inbox me” or “DM me” (which, if you don’t already know, means to send a direct or private message through social platforms). Oh, and we can’t forget that some people prefer that you “Snap” them. I remember the first time someone said to send them a Snap. I was so confused because I didn’t realize they were talking about a mode of communication on the platform Snapchat. I didn’t even know what Snapchat was.

When I wrote and published in 2011, I didn’t know that I’d be writing another book. Truth be told, I didn’t even want to write the first book. The reason I did is because a mentor and now friend Rick Frishman challenged me to.

I was sitting at the merchandise table at an event that I was volunteering for when the event coordinator asked me if I had met Rick Frishman. I told her that I’d never heard of the guy and she suggested that I have lunch with Rick the next day at the event. I don’t know what possessed me to say yes, but I did. In this meeting, Rick challenged me to write a book in thirty days or less and that, if I did, to reach out to him. He would then tell me



what to do next. Once again, I don't know what possessed me, but I said yes.

My book was published on October 21, 2011, and six years after my first meeting with Rick in 2011, here I am, still teaching and training people about sponsorship—all because I accepted the challenge to write a book. I never in my wildest dreams could have imagined the doors that would open by having a book and sharing it with others.

But let's go back to before all of this, when there was still doubt in my mind about writing a book. There were three main reasons I didn't want to write a book:

1. **I didn't have a "big list."** I was just starting out in this industry and didn't know a thing about Internet marketing. I didn't have a CRM, email service provider, or a business Facebook Page. My list was zero, outside of my mom and dog, and I didn't want to write a book with no one to promote it to.
2. **I didn't have a website.** Wordpress and Joomla were the talk of the Internet streets and everyone was trying to figure out who was going



to win. Wordpress turned out on top. Designers in 2011 wanted \$15,000 to \$20,000 for a site that we could get now for about \$3,500 to \$5,000, thanks to the current ease in using Wordpress. But I thought I shouldn't write a book because I didn't have a website on which to sell it and I surely wasn't going to take out a loan to pay for it. I had accessed traditional funding for a previous project, and I wasn't going down that path again.

3. **No one knew who I was.** I wasn't a *New York Times* best-selling author or a celebrity. I hadn't yet launched Sponsorship Boot Camp or Sponsorship Crash Course. I hadn't been on teleseminars or spoken on other stages. Only my clients knew me, and they already had access to my training and my brain. Why would I write a book that no one would read?

Those were the hurdles and mindset issues that I overcame to write the first book. I didn't believe I was an influencer because I hadn't built a tribe, I wasn't active on social media platforms, I wasn't an author, and I wasn't a speaker. People couldn't find me if they wanted to and I couldn't



afford a \$20,000 website, so how could I be an influencer?

Before *Relationships Raise Money*, I was primarily working with non-profit organizations and, as such, the book was heavily geared towards non-profit organizations from my experience in that world. Since then, I've had the opportunity to teach and train thousands of authors, speakers, coaches, trainers, entrepreneurs, small business owners, non-profit organizations, and influencers on how to get sponsored. This has been done through my book, online courses such as "The Sponsorship Roadmap" and "Sponsorship 901," interviews on podcasts such as John Lee Dumas' "Entrepreneur on Fire," speaking engagements at other events with people such as Brendon Burchard, Dr. Barbara De Angelis, Lisa Nichols, Greg S. Reed, Bob Proctor, and Les Brown. My personal favorite has been training and connecting with these influencers at my own live event, "Sponsorship Boot Camp," where, since 2011, I've had the opportunity to train students from all walks of life who come and learn how to get sponsored.



While I've loved training and teaching people and, more importantly, celebrating their successes with them, there's a problem here that we haven't discussed. You see, there's a large amount of people with experience, stories, and skills who want to make a difference and get paid for it. Some of those people are already making that difference and don't even realize it. They're for-profits, non-profits, and need-profits. Yes, need-profit is a category because so many businesses become accidental non-profits either because they do not know how to charge their worth or they're afraid to charge it.

These influencers and micro-influencers have built tribes and communities, but they aren't being paid for them and aren't getting sponsored. There is a small percentage of them who do get sponsored, but they often leave money on the table and are convinced that being a "brand ambassador" and getting a free pair of socks, a bottle of wine, a ticket to an event, or a fifteen-minute call with a coach is sponsorship. Most are not being paid through sponsorship for their knowledge and access to their communities and their tribes. It's time for this to change.



The sponsorship world is quickly changing. On a stage in 2011, I stated that social media would not get us anywhere in terms of sponsorship activation and that, if anyone was planning on it, they needed a Plan B. Boy, was I *wrong*. I've had to eat a lot of humble pie about that statement over the past few years in the industry. As I saw the world shifting to social media, it was time for me to embrace it. Now, we have two people teach social media as it pertains to sponsorship at Sponsorship Boot Camp and we teach it at every live event.

From about 2014 to the writing of this book, social media has continued to grow at an exponential pace and large brands know that social media is not going away. They're also beginning to realize the importance of influencers and micro-influencers, their social media activity, and access to their tribes. They want to work with them to expand their reach. This is where sponsorship comes in!

Let's look at some numbers: Each year, IEG releases several studies and surveys about the state of sponsorship around the world, and the numbers simply do not lie. A 2010 IEG sponsorship



briefing published that 77 percent of brands used traditional advertising and 52 percent used on-site sampling as marketing communication channels to leverage their sponsorship programs—notice that there isn’t a mention of social media in this 2010 report. At 77 percent, traditional advertising was still the number one channel brands used to leverage their sponsorship. (I guess I don’t feel so bad about my 2011 comment!)

Fast forward to the IEG/Performance Research 2013 Sponsorship Decision-makers survey. The top channel that brands used to leverage their sponsorship was held by public relations at 89 percent and the number two spot, at 88 percent, was held by social media.

I want you to notice something here: In 2010, social media wasn’t even on the list, and in 2012, that number rose to 74 percent. It rose to 88 percent in 2013. Then, the 2016 IEG ESP Properties Sponsorship Decision-makers survey reported that 98 percent of brands are actively using social media to activate and leverage their sponsorships. 98%.

What does this tell us? First, social media is here to stay and will continue to evolve. It also



tells us that there are more and more opportunities—more than ever before—for influencers and micro-influencers. There is a new world of sponsorship and a new model that allows people to be sponsored and get paid for their influence, their credibility, and their tribes. Everyday people just like you and me are sponsored as influencers and micro-influencers!

Sponsorship has been going on in the background for some time now, but not many people knew about it until recently. People also didn't realize that they could be or already were influencers, in some cases with as little as five hundred followers. There are myths that sponsorship is only for celebrities, non-profits, and best-selling authors, but this could not be farther from the truth. This new digital and social age makes it possible for moms and dads and authors and speakers and attorneys and car dealers, pretty much anyone with a (legal) dream, to become an influencer and get sponsored. Sponsorship for books, events, non-profit organizations, online video, live demonstrations, guest posting, blogging, podcast guest appearances, and more! *You* can get sponsored as an influencer.



Why get sponsored as an influencer?

- ➔ Sponsored influencers are invited to do media appearances.
- ➔ Sponsored influencers are invited to parties and events with celebrity appearances.
- ➔ Sponsored influencers have celebrity endorsements for their products and services.
- ➔ Sponsored influencers get more customers as a result of people knowing who they are.
- ➔ Sponsored influencers get paid for access to their communities and tribes.
- ➔ Sponsored influencers have access to the latest opportunities.
- ➔ Sponsored influencers can stop worrying about how bills will be paid.

In the pages that follow, you'll discover what a sponsorship is, what influencers are and aren't, and how they're getting paid. You'll also discover how you're most likely already an influencer or micro-influencer and you don't even know it. I'll also share the proven Five-Step Sponsorship Success System that has helped me and my clients



work with brands such as BMW, Dell, Disney, Zappos, and more.

You can get sponsored. You can be paid your worth for these sponsorships. You can grow your influence even more by adding another level of credibility and providing additional resources for you to make a bigger difference. And you can get paid for that difference.

This is the power of sponsorship. Are you ready?







## Chapter One

# WHAT IS SPONSORSHIP AND IS IT FOR ME?

As I train audiences, mentor my students, and consult for sponsorship properties around the world, I find that there is still confusion as to what sponsorship is and what it is not. Let me be clear now of what a sponsorship is *not*:

- ➔ Sponsorship is not a donation.
- ➔ Sponsorship is not crowd-funding.
- ➔ Sponsorship is not an equity investment.
- ➔ Sponsorship is not a grant.
- ➔ Sponsorship is not fundraising.
- ➔ Sponsorship is not a media buy.



- ➡ Sponsorship is not traditional advertising.
- ➡ Sponsorship is not a \$25 gift card.
- ➡ Sponsorship is not vendor or exhibitor tables.
- ➡ Sponsorship is not an ad-roll on a podcast.
- ➡ Sponsorship is not free socks and a shirt.
- ➡ Sponsorship is not “free money.”

Any free items given to you or your brand, simply because someone likes you or they see an opportunity to gain and earn from your hard work, is *not* a sponsorship.

What is sponsorship then? Well, the IEG sponsorship glossary defines sponsorship as a cash and or in-kind fee paid to a property, typically in sports, arts, entertainment, or causes, in return for access to the exploitable commercial potential associated with that property. Now, that’s great and all, but I want to share my definition of sponsorship to help keep things simple.

Sponsorship is when a brand pays you, an influencer, through cash, products, or services, in exchange for value and benefits you give them to help reach their business goals. In other words,



brands pay influencers for access to their tribes and communities in order to reach their target markets and business goals.

Now, to learn more about the lingo used in sponsorship, I want to invite you to get a free sponsorship glossary at [SponsorshipForInfluencers.com/glossary](https://SponsorshipForInfluencers.com/glossary). I've seen too many people, including myself when I first started out, lose major sponsorship deals because they did not understand the terminology used by sponsorship executives. Don't let this happen to you. Just like when we visit France we might learn French or when we visit Mexico we might learn Spanish, as you continue on your sponsorship journey, you'll want to learn the lingo of sponsorship. Let's go over a couple terms and concepts now.

## What is an influencer?

The Cambridge Business English Dictionary defines an influencer as a person or group that has the ability to influence the behavior or opinions of others. The influencer affects purchasing decisions in some way significant or authoritative.

When you are an influencer, people may follow your blog, engage with your social media



accounts, attend your live or virtual events, join your Facebook groups and other online communities, visit your poker tournaments, attend your sports activities, and/or consume the content you create. When people engage with your content or buy from you, you become a source of influence to your audience and customers. They look to you for your recommendations and resources for a multitude of items. Some examples of such influencers are Aprille Franks-Hunt and Kim Becker, both of whom have attended Sponsorship Boot Camp.

Aprille Franks-Hunt is the coach's coach, the leader's leader, and she helps purpose-driven entrepreneurs transform the world. Her mission is to help women overcome obstacles, design fabulously electric lives, and build brand-savvy businesses. She does this through her books, documentaries, web TV mini-series, live events, and her Coach, Speak and Write for Profits Facebook group. Aprille's influence extends to the thousands of coaches and leaders who she reaches on a daily basis through her social media, live videos, products, and services. Her influence also extends beyond her clients to her client's clients through her work as a master business



coach and the president of Coach, Speak and Serve. As a sponsored influencer, Aprille is able to offer sponsors access to her Facebook group—that's over 13,000 members—as well as the countless viewers who follow her online trainings.

Kim Becker is the co-founder of the nationally acclaimed organization, Hello Gorgeous of Hope, Inc, a legitimate 501c3. With salon partners in fifteen states, Kim and her team of salon partners and stylists help women battling all types of cancer, and their families, look and feel beautiful throughout their treatment. Their work continues the passion and legacy of Michael E. Becker, the co-founder of the organization and Kim's beloved late husband.

Kim wields great influence within her industry and with the women she helps. The products, treatments, and services she offers are often purchased and utilized by the women and their families. The National Cancer Institute estimates that the national expenditures for cancer care in the United States totaled nearly \$125 billion in 2010 and that this number could reach \$156 billion by 2020. That's a lot of buying power! Also keep in mind that the American Cancer Society estimates



that 850,000 women a year are diagnosed with cancer. That's a large market to influence, especially if you include their family members, as well as the salon owners, salon stylists, and other care providers who help women through their cancer journeys.

These two women are in completely different fields of work, one for-profit and non-profit . Both influencers. Both sponsored.

Now, let's talk about what's really going on in sponsorship. Sponsorship is a multi-billion dollar industry that has been on the rise since about 2008. This year alone, over \$23 billion is projected to be available for sponsorship in the US and over \$62 billion projected globally.

In the introduction of this book, I mentioned the decline of traditional media over the course of a three-year period and the dramatic shifts in the ways that sponsors now choose to leverage their sponsorship opportunities. One of the many reasons that the use of traditional media has declined is due to its inability to deliver the return on investment (ROI) that sponsors are looking for. Traditional media, say a TV commercial or print ad, is broadcast indiscriminately to everyone



engaged with it; thus, the message is seen or heard by a lot of people who don't care. Meanwhile, sponsorship of an influencer reaches a company's specific target audience.

It's not just the ROI—it's the expense. While the reach and exposure of traditional media steadily declines, its pricing does not. The cost to run a print ad or commercial will only go up. Traditional media will still have its place in advertising, but we see more and more companies shift larger portions of their marketing, advertising, and public relations budgets to sponsorship.

Sponsorship allows a company to stay front-of-mind with their target market, all by tying an emotion or experience to the sponsorship activation. This becomes simpler with sponsorship for influencers, since influencers already have a tribe or community who are always looking for more information and are often ready to buy.

Here are a couple of examples:

1. If you're a health coach, your tribe will look to you for diet tips, restaurant recommendations, workouts, gyms, and recipes. Do those recipes require ingredients? Why not get sponsored



by brands whose products you recommend for recipes?

2. If you're a business coach, is it possible that your clients are looking for help with a corporate structure, tax services, web design, sales training, social media services, and/or many of the other tools, resources, and services that go into running a successful business? Who can sponsor you? Could an office supply store or an insurance company sponsor you?

It's time to get sponsored and paid for the work you're already doing, because things are changing and they're changing fast. But with any change, good or bad, come certain challenges.

These challenges might include:

- ➔ **Influencers do not know how to approach sponsors.** Since the start of Sponsorship Boot Camp and touring for *Relationships Raise Money*, I have met thousands of influencers who knew they wanted to get sponsored, but didn't know where to start. I've seen influencers with properties that could have been valued at over \$250,000 still not get sponsored, simply because they didn't know who to call, what to



say to the person if they found them, and how to write a proper sponsorship proposal that gets results. When I first started in sponsorship, I had the same problem. That's why I'm so passionate about teaching influencers how to approach a sponsor.

- ➔ **Influencers do not know how to price and value their sponsorship packages.** A big mistake many influencers make is charging too little, thinking it'll "close the deal" for them. This is not the case. Sponsors at most major brands see hundreds, if not thousands, of sponsorship proposals and requests for funding each and every week. They are accustomed to writing checks with three or more zeros after a comma. By charging too little, the influencer sends a signal that their opportunity is too small and not worth the sponsor's effort or consideration. We'll talk about how to value your property later.
- ➔ **Influencers do not know how to find or contact the right person at the right brand.** As a result of not knowing how to find the right contact, influencers are often told no before they even have the chance to present a customized



sponsorship proposal to brand. Plus, many influencers want a sponsor so badly that they are willing to accept almost any sponsor or any check in order to say they are sponsored. While, yes, the influencer is now technically sponsored, this plan will backfire if they didn't previously take the time to complete their due diligence to ensure that the brand's values matched their values. I'll share some ideas on due diligence and job titles to seek out in a bit.

So, what do we do with these challenges? The good news is that this book is all about sharing the possibility of sponsorship, exploring what's probable for you, and teaching the steps of how you can become a sponsored influencer. Sponsorship possibilities will continue to grow and expand as technology and social media allow influencers to not only build tribes, but also use tools, such as Grytics, to analyze and understand their communities.

Furthermore, social media platforms continue to mature in their view of social responsibility. On June 22, 2017, as Facebook rapidly approached 2 billion monthly users, CEO Mark Zuckerberg revealed a new mission statement for the social media platform: "Give people the power to build



community and bring the world closer together.” Facebook itself has changed its mission to build communities and tribes.

Now is the time to step up to the plate and build your community as an influencer. When I wrote *Relationships Raise Money* in 2011, all this talk about groups and online communities wasn’t even a discussion. There weren’t opportunities available then that are available now, especially for the individual. You might have noticed that there are influencer agencies popping up every month with only a few lasting more than a year. The reason is they can’t adapt quickly enough to deal with the trends and analytics that major brands are searching for. On the other hand, influencers, especially those with smaller teams or no team, can adapt and respond to the needs of a brand quicker than an agency or large organization. The result for the influencer can be sponsorship for a longer period of time with a larger check.

I know it’s attractive when these online services and apps say their services are “free,” but remember that there’s no such thing as a free lunch. Most online agencies and apps not only charge both the content creator and the



influencer a percentage of the sponsorship, but also charge the brand a similar, if not larger, fee. Influencers can now work with brands directly—whenever possible, they should avoid paying agencies 10% to 25% of the sponsorship fee, especially when most online agencies create deals of \$250 to \$2,500, at most.

Think about this: If you're paying an agency 15% and a brand is also paying 15%, that's 30% more that you could potentially get paid by working with a brand directly versus through an online agency. Brands love influencers and work with them through internal team members and outside agencies that work on various activations and niches.

One of my favorite activations for the past two years has been the way Avocados From Mexico has partnered with influencers at South by Southwest in Austin, Texas. These influencers are local musicians, mommy bloggers, up and coming chefs, and restaurateurs. I'm fortunate to call the Head of Marketing & Promotion at Avocados from Mexico, Mark Garcia, a friend and have been able to witness and experience the company's activations first hand.



So what does all this tell you? In this age of true sponsorship for the influencer, the winners are:

- ➔ Influencers who are willing to adapt to new technology.
- ➔ Influencers who are willing to collaborate and build relationships and partnerships.
- ➔ Influencers who use live video. In 2011, we didn't have Periscope, Facebook Live, YouTube streaming, Instagram stories, or any other live streaming services that are available today. I predict that Facebook Live, even though it only launched in 2016, will stand the test of time and, by 2020, will be one of the largest ways brands leverage their sponsorship with social media.
- ➔ Influencers who build online communities and facilitate conversations between their tribes and brands.

On the other hand, the losers in this current sponsorship climate are:

- ➔ Influencers who don't vet their agencies or opportunities. If the deal looks too good to be true, it probably is.



- ➔ Influencers who avoid social media, especially now that 98% of brands use social media to leverage their sponsorships.
- ➔ Influencers who look for “one night stands” with their sponsors or their tribes. Remember, relationships raise money and relationships make money.

I figured this all out by being active on a day-to-day basis as a sponsorship strategist, mentor, and consultant after working with non-profits for several years. The Five-Step Sponsorship Success System contained in this book can work for any business or influencer, for-profit or non-profit, as long as they possess two qualities:

1. Their work is legal.
2. Someone sees value in it.

I needed to prove the System to myself, so I’ve spent the past five years in the trenches of the sponsorship industry, working with influencers, teaching and training them how to get sponsored. We were successful. We remain successful.

Now, it’s your turn.



## Chapter Two

# MYTHS, MISTAKES, AND EXCUSES

I don't know anyone who grew up as a kid, saying, "I want to be a professional fundraiser" or "I want to be a sponsorship consultant." If you meet a child like that, let me know, because I can guarantee you I wasn't that kid and I seriously want to meet such an individual.

As a kid, I dreamed of being on the stage as a singer and an actor. I wanted to be on Broadway and create music that made people smile. When I wasn't dreaming of singing and dancing on the theater stage, I dreamt of being the singing voice of a Disney-animated character. I remember watching *Aladdin* and saying, "I want to be that voice one day." (By the way, that's still a dream of mine to this day, so if you know somebody, I'm totally open to the introduction!)



And when I wasn't dreaming of being the singing voice for Genie's best friend, I thought about cooking and bringing people together for a hot meal (nowadays, I do this with a glass of wine). I loved being in the kitchen, cooking with my grandmas, and I'll never forget the lessons they taught me. Lessons of faith, hope, and love. Of patience, attention to detail, and service. Since I still love to cook (and drink wine while cooking), I occasionally stumble across a new lesson or two in my kitchen or am reminded of the wisdom and knowledge the women in my family shared with me.

I didn't realize this as a kid, but all of my dreams involved bringing families together and providing opportunities to create memories with one another.

My dad's family grew up as migrant workers, picking cotton, carrots, citrus, and onions. My dad and Uncle Rey still joke to this day about their high school prom. You see, in order to afford their prom, my dad and uncle picked extra onions. They joked that their dates wouldn't go anywhere near them because they smelled like onions. Nevertheless, they enjoyed themselves because they understood the value of what it took to get there.



Meanwhile, my mom's dad was a produce clerk for a national grocery chain for more than forty years before eventually retiring. Her mom had an in-home daycare, which was a great place for me to practice my cooking. I didn't realize it until later in life, but my maternal grandmother was the first person who modeled entrepreneurship for me.

Why do I share all this about my childhood?

I share this because it was never easy for me to talk about money (an important skill in securing sponsorships). We didn't have much growing up, but I felt as if we were the wealthiest people on the block because my parents and our family were always giving and serving. My parents went the extra mile, sacrificing more than I'll ever know, so that my sister and I could have the opportunities we do today. To this day, my parents are married, and I'm grateful for the examples of love, loyalty, and open communication they have been for us.

But what does all this have to do with you? More importantly, what does it have to do with sponsorship?



Many years ago when I first started securing sponsorship for local and national organizations, I had no idea where to begin. I was still only a volunteer and I couldn't find the resources that I desperately needed to become successful. More importantly, I didn't even know what sponsorship was. But I had a dream. I knew that it had to be possible to bring money and resources to organizations whose goals are to create opportunities and provide hope for others. I knew that there had to be ways to fund these organizations. I just didn't know how. I wanted to move forward, not backward.

Through hard work and a few bumps along the way, I eventually learned the sponsorship world from the ground up, and it wasn't pretty in the beginning. For the first few years, my proposals were rejected far more often than they were ever accepted. I didn't know who to call or how to find the right contact information. I was ready to quit. Thankfully, one of the many things that my parents taught me was to persevere and be dedicated to whatever I put my mind to. My dad, who has had great success in sales, once told me that the only difference between him and me was that he'd heard a lot more no's than I ever had.



I'm here today to say that the only difference between the sponsorship dollars and properties I've worked with and you is that I have heard a lot more no's than you have.

Why was I hearing "no" more than "yes?" That was a question I constantly asked myself. I now know that it was because of the pricing and valuation I had placed on the benefits that we offered. In fact, sponsorship pricing and valuation is one of the biggest reasons that people do not get sponsored.

Imagine going into a field where the norm is \$10,000, \$15,000, \$25,000 and even \$50,000 sponsorship checks, with the occasional six-figure check. Some of the sponsorship checks I saw were more than my family members ever made in one month, sometimes a year. That amount of money, especially at one time, was completely foreign to me. Not only did I think it was impossible, but I also believed that I had to pick a lot of onions to merit those kinds of sponsorship checks for the organizations I served. If I didn't work hard, then I (and my organization) didn't earn the money. I allowed my own limiting beliefs around money to undervalue and price sponsorships.



But because I didn't give up and I was able to work through my misconceptions, I've now had the honor of obtaining sponsorships for many brands and organizations, for-profit and non-profit. Over the past five years, I've trained, mentored, secured sponsorships, and built strategies for authors, entrepreneurs, fitness professionals, attorneys, bloggers, speakers, musicians, non-profits, athletes, and more. What did they all have in common? They were influencers. This was about and continues to be about sponsorship for influencers.

Along the way, I had to bust some myths, discover mistakes, and overcome excuses that kept my clients from getting a "yes." Let's reveal those sponsorship myths and mistakes, as well as some excuses that you might be making for yourself, so you can move forward with your journey!

## Sponsorship Myths

1. **I will get sponsored simply because I have a big following.** The truth is that it's not about how big your following is but rather the quality of that following. One way to measure the quality of your tribe is to check your social media



engagement. How frequently does your tribe engage with you and in what ways? Resources such as Sprout Social, Audiense, Grytics, Postcron, and Meet Edgar can provide you with reports on your social analytics and how to best improve engagement.

2. **I need a big list in order to get sponsored.** It's not about a big list, but, again, a quality list. We all start some place. In fact, when I started in this industry, my mailing list was at zero! There are lots of different ways to build a list. Resources such as MailChimp, ActiveCampaign, and Ontraport are all providers that I've used over the years to manage a list. Today, I'm a proud Ontraport user.
3. **Only non-profits can get sponsored.** This is so far from the truth. I am not a non-profit. Most celebrities are not non-profits. Most self-help seminars are not non-profits. Where people get confused is that some major corporations have grants they offer through their foundations. These grant funds, however, are not sponsorships. Like I said before, sponsorship is for for-profits, non-profits, and need-profits that are able to show brands how they are the



best person or best influencer to help them reach their business goals.

4. **There's no money for first-time properties.** This is also extremely false. Everybody has a first time: A first date, a first kiss, first time to the movies, and a first time riding the bike. But, we have to get started in order to have a first time.
5. **I don't have anything to give a sponsor.** Once again, false. When we talk about our Five-Step Sponsorship Success System, I'll teach you about a sponsorship inventory and how to create one full of benefits and value that you can offer a sponsor.
6. **Sponsorship is easy.** It is simple, not easy. Sponsorship has a lot of moving parts and a sequence. I say it is simple because there is a proven process that I've used to get sponsored, and my students and clients have successfully used as well. This process takes effort and work on your part, but it *is* simple.
7. **More sponsors means more money.** As there is supply and demand in any market, the same applies to sponsorship. Having too many



sponsors, especially at a lower price point, can lower the valuation or perceived value of your sponsorship property.

## Common Mistakes

1. **Believing that sponsorship is just a bunch of “free” money because the sponsor is an ATM machine.** There is no such thing as free money. I invite you to think about your last “free” lunch. What did the person want? Sponsorship is not just about your needs or wants. It’s about the sponsor’s business goals. The sponsor is *purchasing* an opportunity with you, often times, a promotional opportunity, and they require a ROI, which is either a return on investment or a return of influence for sponsoring you.
2. **Believing that a sponsor has to love and like you.** This one was hard for me to learn, and I made this mistake often in my early days. In dealing with influencers, you’d be surprised how many times I’ve heard the phrase, “My sponsor has to love me.” Truth: Your sponsor does not have to love or even like you. Crazy, eh? Sponsors don’t have to believe in your



passion for a particular cause or effort in order to sponsor you. What a sponsor needs to see is the value you offer, the benefits they will receive for their sponsorship, and how the sponsorship will help them reach their ROI.

3. **Not providing enough detail.** Some people will say that the devil is in the detail, but I like to say that the dollars are in the detail—and I like sponsorship dollars! Providing a clear, detailed plan in your sponsorship proposal is the best chance to getting sponsored. While the story is part of the proposal and sales pitch, the details are what they're looking for. We'll talk about that during the propose-and-pitch steps of the System.
4. **Providing too much story or fiction.** I love fiction, especially in the form of a mystery novel, but not so much in sponsorship. It's difficult to prove that your sponsorship property is exciting, fantastic, the best opportunity, awesome, amazing, fabulous, excellent, lucrative, or wonderful. Stick to facts when creating sponsorship opportunities.
5. **Not planning appropriately for the timing of the sponsorship.** Most people do not plan in



advance when it comes to sponsorship or business. We all know that a pregnancy takes about nine months and people plan six months to a year for a wedding. How are you planning for your sponsorships?

6. **Not offering exclusivity.** Exclusivity is an option that way too many influencers and other sponsorship seekers forget about when preparing and pricing their sponsorship properties. Keep this in mind: sometimes, a brand will engage in a sponsorship opportunity just so a competitor cannot.
7. **Harassing and disrespecting the sponsor.** I wish I didn't have to list this, but I do. The contact at your potential sponsor will provide estimated timelines for sponsorship. Respect the timelines, respect the process, and more importantly, respect the people.

## Common Sponsorship Excuses

1. **I don't do social media.** I've shared with you before how I personally was not a big fan of social media. In fact, to this day, there are times I want to run and hide from all of the technology that we have available to us on a day-to-



day basis. With that said, 98% of sponsorship buyers said that the number one way that they activate and leverage sponsorships is through social media. And you don't necessarily have to be on all social media platforms! The key is to find one or two that you want to be known for and stick with it. Facebook? Twitter? Instagram? Pinterest? If there are social platforms that are based in certain countries that aren't available globally, pick the one that works for you. Pick one or two platforms that you love, get your username, and start posting content.

2. **I don't have a website.** I didn't have a website when I first started. In fact, one of my biggest business lessons came when I hired a web designer who took our money and pretty much ran. Nowadays, there are people who purchase web domains at sites like GoDaddy or Bluehost and redirect those domains straight to a social media platform. Even if you don't have a platform now, technology has become so simple that you could have a professional website up and running with certain site builders for as low as five or ten dollars a month—sometimes, even free!



3. **I don't have a logo.** I didn't have a logo either when I started! In fact, most influencers aren't completely branded at first. We all start somewhere. I invite you to go to websites such as [upwork.com](https://www.upwork.com), where you can grab a logo for anywhere from twenty-five to fifty bucks, or [Fiverr](https://www.fiverr.com), where you can get logos starting at just five dollars.
4. **I don't have a video studio.** I *still* don't have a video studio. I do my videos from my office, from my home, and yes, even from my car. One of the great things about live streaming and platform services such as Facebook Live, Instagram Stories, and Zoom is that we have a video studio in our hand with a mobile device; there's no longer a need for a big fancy studio. We have the power to create video right there, right then.
5. **I don't have a big team.** I used this excuse often when I began my business. I "couldn't" do things that other people did because I didn't have the large teams they did. Not true at all! To this day, I run my business with two part-time contractors. Yes, two part-time contractors and I run Sponsorship Boot Camp, the



Sponsorship Roadmap, Sponsorship 901, and my consulting and coaching services. We out-source work on a project-by-project basis when we need to, so we never need a big team or pay salaries year round.

6. **It's expensive to be an influencer.** I'll tell you right now: It is *not* expensive to be an influencer. Whether you are running a podcast or a blog or you want to be a social media sensation, the systems you need only require about \$150–\$200 a month to run.
7. **I don't want to get lost in the money.** This usually comes down to feelings of guilt, shame, embarrassment, and unworthiness. I shared in the previous chapter how I lost out on some sponsorship checks, not because the properties couldn't get sponsored, but because I wasn't willing to charge their worth. Seeing sponsorship checks that were more than what my family made in a year was difficult for me, and I wondered what I'd done to deserve this when my parents and grandparents had worked so hard to never receive. However, my perspective on money started to change while being mentored by Tom Antion. Tom showed



me that it's a lot easier to make a difference and an impact in this world when you're not worried about how your bills are going to be paid. With money in the bank, it's a lot easier to serve the people you want to serve, even for free, because you know that you are financially secure. Always know your worth and charge for it.

Now, I have a few questions for you:

- ➔ What could getting sponsored mean to you?
- ➔ What would an extra \$25,000 or \$50,000 check do for your business and brand?
- ➔ What could it do for your family?

You have everything you need to be an influencer. You can get sponsored as an influencer. It's time to find out exactly how you want to share your influence and get sponsored for the difference you make.

So, how does this all work? How can you be sponsored as an influencer? I want to note that *Sponsorship for Influencers* is not just about wanting to get sponsored: It's knowing *how*. In the next chapter, I'll reveal the Five-Step Sponsorship



Success System. This system and process has allowed me to work with brands such as BMW, Dell, Disney, Wells Fargo, Bank of America, Enterprise Rent-A-Car, Zappos, and more. My students and clients have been sponsored by Adobe, Goldman Sachs, WWE, Bell Helicopters, Microsoft, Disney, Office Depot, U.S. Bank, Chevrolet, Vocus, PR Newswire, Skype, and Cadillac, just to name a few.

I'll show you how to get sponsored as an influencer because it's your time. All you have to do is decide that you're ready to get sponsored, and then implement.



## *Chapter Three*

# WHAT CAN YOU BE SPONSORED FOR?

One thing I've seen over the years in this industry through speaking at live events, webinars, teleseminars, podcast, and media interviews is that most influencers don't consider themselves "influencers" and have never thought about the value they bring or could bring to the world. In fact, the most sponsored influencers are ones who never set out to be "Internet famous" or a household name.

I said it in Chapter 2 and I'll say it again: Sponsorship is knowing how to get sponsored. You must believe that you have something valuable to offer to the world, then be able to articulate that value to sponsors whether they be local, state, regional, national, international, or even virtual. Yes, in this digital age, more and more influencers are being sponsored virtually.



Now, you do not have to be famous to be an influencer. For example, meet Tieshena Davis, the CEO & Senior Publisher of Purposely Created Publishing, and Founder of the Indie Author Legacy Awards. In 2016, she had an idea to create an awards gala that celebrated indie authors for their achievements, and she sprung to action to make that dream a reality. As a first-time property, she was sponsored by Black Enterprise and secured Kim Coles as a celebrity event host. Tieshena continues to be sponsored by Black Enterprise to this day as an influencer.

Then, there's Keenya Kelly, the Founder of the Curly Girl Hair Show and CEO of IfYouBrandIt.com, a full service branding and marketing agency. She had been running the Curly Girl Hair Show with little to no sponsorship funding before implementing the Five-Step Sponsorship Success System. When asked what kept her from getting sponsors before, Keenya states that her team wasn't showing enough value to the sponsor. But today, she has worked with over \$50,000 in sponsorships, which has allowed her brands to spend more money on marketing.



And there's Cheryl Polote-Williamson, the CEO of Cheryl Polote-Williamson, LLC, and the 2017 Literary Trailblazer of the Year Award winner at the 2017 Indie Author Legacy Awards. Cheryl didn't ask for sponsorships because she didn't give enough thought to her offerings. Since deciding to get sponsored, Cheryl has worked with \$11,750 in sponsorships that have allowed her to travel to more cities for her book tour and serve more people.

What I love about these stories is that these are everyday people just like you and me. They got sponsored as influencers by following a simple five-step process. The key, once again, is they decided to get sponsored and then took action to get sponsored. Waiting won't get you far. Sponsorship comes from taking action and moving forward.

I've been a sponsorship consultant, strategist, and mentor long enough to have observed numerous changes in technology and sponsorship spending trends. I'll now share more about the different types of influencers out there, how they get their voice out to the world, and how they get sponsored.



- ➔ **Podcasters.** Never forget that there is a difference between sponsorship and advertising. Many show creators tend to use the word “sponsorship” for ads, but if there’s a direct sale of pre-roll, mid-roll or post-roll time, that’s advertising, not sponsorship (I’m sure some podcaster will challenge me on this). For those who aren’t podcasting and/or might be thinking about it as a way to get sponsored, pre-roll, mid-roll or post-roll time is when advertisements are placed in the podcast before, during, or after the main content of the podcast episode, respectively.

What can you do instead? Podcasters can have, not the actual show, but the brand of the podcast sponsored. This way, they position themselves for bigger checks from bigger brands. The pre-roll and mid-roll become benefits that can be offered as parts of the sponsorship package—and that’s just one of many ways you could provide an ROI to a sponsor. We’ll cover benefits and sponsorship inventory more in later chapters.

- ➔ **Bloggers.** Bloggers often get sponsored for guest blog posts on their websites and also



to create sponsored content for other sites. They are sponsored with cash, trips, and products and services for access to their following. Companies such as Dove, Johnson & Johnson, and Chevrolet are big in this space and continue to grow.

- ➔ **Authors.** They get sponsored for book purchases, tours, signings, and virtual book tours, and they create sponsored covers, bookmarks and other inserts to cater to their sponsors.
- ➔ **Speakers and consultants.** They have their keynote fees, training fees, printing, travel, lodging, media, and more sponsored.
- ➔ **Virtual summit hosts.** They have their web hosting, design, media, speaker's gift, and even sweepstakes sponsored.
- ➔ **Live Event Producers.** Sponsorship at live events continues to grow. Events such as Rick Frishman's Author 101 University (the first event I ever spoke at) and my own live event, Sponsorship Boot Camp, are sponsored through exhibitor space, stage time, VIP meals, training sessions, workbooks, handouts,



hotel keys, water bottles, swag bags, and the occasional wine tasting.

- ➔ **Sports teams and athletes.** They get gear, travel, registration fees, and more sponsored.
- ➔ **Social media influencers.** Marketing firm Mediakix estimates that sponsorship money just on Instagram is on pace to more than double by 2019, going from about one billion dollars today to nearly 2.4 billion dollars. Social media influencers are sponsored to create content around a product or service and to share that content with specific hashtags or phrases from the sponsoring brands. Micro-influencers are doing this with as little as five hundred followers. That's right: You do not need 100,000, 60,000, or even 30,000 followers to be considered an influencer on social media. Once again, remember that it's about the quality of your following, not the quantity.

These are some of the main areas in which influencers are being sponsored. Remember that moms, dads, attorneys, poker players, wind surfers, artists, crafters, bakers, skilled workers, and more are also getting paid for their influence.



Now, you might be asking, “Can I be sponsored in more than one area?” Absolutely. Take Nicole Holland, a high-level connector, podcaster, and new media marketing coach and strategist. She helps experts and influencers get seen, get heard, and get clients through podcast guesting through her brand, Interviews that Convert, and she also hosts the Business Building Rockstar Show and the Business Building Rockstar Summit.

Nicole is a prime example of taking one’s skillsets and gifts to serve as many people as possible through different platforms and getting sponsored for them. In fact, the more platforms you have, the larger your influence, so long as you remain consistent.

From here on out, there will be a series of Sponsorship Success Prompts within each chapter, all meant to guide you in creating your own successful sponsorship program. I invite you to grab a pen, paper, or digital device to take notes and answer these prompts.



## Sponsorship Success Prompts

1. People may consider me an influencer because...
2. I consider myself an influencer because...
3. I want to be sponsored for my influence as a...
4. Being sponsored as an influencer would allow me to...



## *Chapter Four*

# THE FIVE-STEP SPONSORSHIP SUCCESS SYSTEM

Now that you know how various types of influencers are getting sponsored, let's look at how this can really happen for you. What do you get sponsored for? How do you find the right people at the right brands? And when you find them, what do you send them?

This chapter will cover the Five-Step Sponsorship Success System and also give you to-do items for each step of the process. First, here are the five steps:

1. Purpose
2. Prepare



3. Propose
4. Pitch
5. Perform

This process is much like going on a diet or planning to lose weight. In creating a successful weight loss plan, we know the *purpose* is to lose weight and we often have a reason to follow through with that purpose, whether it be to be thinner for an event or to have more energy and better health. We *prepare* for weight loss by researching diets, exercises, and recipes to find what best fits into our day-to-day lives. We *propose* a plan to meet our objectives and our goals. We *pitch* these objectives to our families, personal trainers, physicians, and ultimately to ourselves to get a buy-in (oftentimes, you are the last person to buy-in). Finally, we *perform* the plan and take action to get the desired objectives and goals.

Let's get started!



## STEP 1: PURPOSE

The Oxford English Dictionary defines purpose as “the reason for which something is done or created or for which something exists.” In our case, we’re not talking about our life purpose but the purpose of our sponsorship property. As a reminder, you can get your free sponsorship glossary with the definitions of property and other key sponsorship terms at [www.SponsorshipForInfluencers.com/glossary](http://www.SponsorshipForInfluencers.com/glossary).

In working through Step 1, it’s important to specifically identify the purpose of the sponsorship property since this is the foundation of a successful sponsorship program. There are three steps to doing this:

1. **Know what you want to have sponsored.** Oftentimes, people tell me that they want a hundred dollar check or a quarter million dollar check, and they even know the brand that they want it from. But when I later ask them, “What would you like to have sponsored?” they don’t know! It’s never enough to know the desired outcome. Identify what it is about you or your brand that companies can find value in. And remember, it must be legal!



2. **Define the core values of your business.** What are three to five words that guide your business and are absolutely nonnegotiable? For example, five words that guide my business are: honesty, fairness, creativity, open-mindedness, and efficiency. As we build products, services, and events to serve current and future clients, we are always honest in our marketing claims and ability to deliver what we promise. We are fair in our pricing and the value we deliver, so we don't create one-for-all offers. We are creative in our marketing approach to gather new leads and to create unique sponsorship benefits. We are open-minded because we know that no one person can be the answer for everyone or everything; as such, I am open to ideas that are not my own to reach our goals. We also strive to keep our operations running smoothly by creating efficient processes that minimize any inconveniences for our students or partners.

What are your words? I invite you to select three to five words that represent your brand as an influencer and match these core values to those of the brands you'd like to be sponsored by. Hold fast to these ideals since they will be the pillars of your work.



Here's a list of words for you start with:

- |                 |                    |
|-----------------|--------------------|
| ➔ Adventurous   | ➔ Trustworthy      |
| ➔ Friendly      | ➔ Caring           |
| ➔ Dependable    | ➔ Positive         |
| ➔ Courteous     | ➔ Confident        |
| ➔ Reliable      | ➔ Insightful       |
| ➔ Compassionate | ➔ Optimistic       |
| ➔ Loyal         | ➔ Creative         |
| ➔ Honest        | ➔ Passionate       |
| ➔ Generous      | ➔ Results-Oriented |
| ➔ Courageous    | ➔ Efficient        |
| ➔ Approachable  | ➔ Persistent       |
| ➔ Brave         | ➔ Grateful         |

3. **Detail the purpose of the sponsorship.** I'll give you a hint: "I need money" is not the right answer. Sponsorship isn't just about a check or a deal; if you're doing it right, sponsorship is about relationships. Remember, relationships



raise money and make money. Sponsors are not ATM machines waiting to give you a check when you're ready. You must show them your true value and ROI when *they* are ready.

Here are some examples of sponsored influencers who clearly defined their purpose to successfully get sponsored: Lisa McKenzie is the founder and executive producer of You Night Empowering Events, which she created specifically to empower women to embrace life beyond cancer. They offer a six-month program of empowerment training for cancer survivors in the form of an emotionally riveting, high-energy fashion show. Furthermore, You Night created a platform that allows sponsors to connect with patients, their families, physicians, psychologists, and bring together the resources the patient utilizes, all under one roof.

Another example is Dr. Nancy Fox, the founder of Decisive Action Solutions and the author of *Decisive Women: Designing Decisions in 5 Minutes or Less*. Dr. Fox works with businesses, organizations, and individuals to empower their employees and volunteers, as well as themselves, to face challenges as opportunities and to provide extraordinary



service. In 2003, Dr. Fox and her father were both diagnosed with Lyme disease. Through her own diagnosis and realization of the impact of Lyme disease on children, she decided to educate families about the disease through children's books and speaking events. As a sponsored influencer, Dr. Fox also created The K-12 Lyme Disease Prevention & Awareness Curriculum, which is now in the process of being integrated across the core subject areas of English, math, science, history, and health with application of knowledge and skills to Lyme disease and other tick-borne diseases. This curriculum is being piloted in school districts across the country.

Now that you heard some success stories, ask yourself: What's your purpose?

### Sponsorship Success Prompts

- ➔ The sponsorship property I have to offer as an influencer is...
- ➔ The core values of my business are...
- ➔ The legacy I want my brand to be known for is...
- ➔ The purpose of this sponsorship is...



## STEP 2: PREPARE

In Step 2, we prepare a foundation for successful sponsorship programs. There are three main areas in which we need to prepare for sponsorship success.

1. **Know your audience and tribe.** I'm often asked if it's possible to get sponsored as a coach or speaker. The simple answer is yes—if what you're doing is legal and someone can see value in it. Sponsors have goals, hopes, metrics, and dreams. If you want to access their sponsorship funds, you must always be building your network, your prospects, and your list. Above all, always keep building relationships and know who is in your audience and tribe.

As influencers, it's important to have a pulse on the communities that we curate and serve, not just for sponsorship but for business. The more information we know about those we serve, the easier we can create and provide options to take them forward. Just like we must know someone's dietary restrictions for dinner, we must know what triggers our audiences in order to best tailor sponsorship packages for prospective sponsors.



Here are some questions about your demographics that you want answered before you begin this process:

- ➔ What percentages of my audience are male, female, or unidentified?
- ➔ What is the average age range(s) of my audience?
- ➔ What is the average income range(s) of my audience?
- ➔ Is the tribe I serve employed or unemployed? Are they entrepreneurs?
- ➔ What is the average education level(s) of my audience?
- ➔ Does my audience members have kids?
- ➔ What is the marital status of my audience members?



## Sponsorship Success Prompts

- ➔ The audience that I have influence over is...
  - ➔ As an influencer, the products or services that I provide and offer are...
  - ➔ The three words to describe my audience are...
  - ➔ The number one need or problem that my audience has is...
  - ➔ The number one need or problem could be solved by brands that offer products or services that...
2. **Know who you want to be sponsored by.** Ever notice that kids know exactly what they want and where they want it from? I have a niece and she loves to eat chicken nuggets. Not just any nuggets, but Chick-fil-A nuggets. One day, I picked my niece up from school, upon which she suggested that we go get some chicken nuggets. Despite my reminding her that we needed to get home, she insisted on making a Chick-fil-A run. She looked at me and said, “You like chicken nuggets, don’t you? You like Chick-fil-A nuggets, don’t you?”



I replied that I did, so she suggested that it would be wonderful for us to go have chicken nuggets, since I liked them too. When I declined her offer, she proceeded to ask, “Do you like spending time with me?” I, again, replied that I did—she then suggested that we go to Chick-fil-A so that we could spend time together and eat the chicken nuggets we *both* loved so much.

When it comes to sponsorship success, it’s important to know what brands you want to be sponsored by since customizing a sponsorship proposal becomes so much simpler when we know who our audience is and whether or not they fit for the brands we want to be sponsored by. Just as my niece sold me on chicken nuggets, not from McDonald’s, Wendy’s, Burger King, or any other location, but specifically from Chick-fil-A, it’s important that we know who we want to be sponsored by and *why*.

Remember that not every sponsor is the right sponsor. For example, if you provide drug and alcohol counseling or rehabilitative services, it might not be best to ask the local beer distributor, distillery, or wine distributor to



sponsor your property. While this is an obvious example, some cases are more ambiguous, especially when a company is openly willing to sponsor you. However, remember that some relationships may act as stumbling block for the audience or tribe that you serve, which would not be a win for all parties involved in the sponsorship.

### Sponsorship Success Prompts

- ➔ Who do you want to be sponsored by?
  - ➔ What other properties are sponsored by these brands?
  - ➔ What benefits were offered to those other properties and how could those same benefits apply to you?
3. **Know what you have to offer.** Influencers offer benefits. Benefits are defined as tangible and intangible elements that are of value to a sponsor that you can offer as part of a sponsorship package to help them get the ROI (return on investment or return of influence, in some cases both) they desire.



What is a sponsorship inventory and why do you need one? If you've ever worked retail, you are all too familiar with the inventory process. During an inventory, retail team members go department by department to find every single item in the store. It's their job to make sure that the number of items on a set list is actually on the floor, and this process is used to account for any overages or shortages of inventory within the store.

Just like a store might have a men's department, a women's department, a shoe department, or a cosmetics department, I divide my sponsorship inventory into the following categories. I share the categories I use so you can get an idea of the things you should be thinking about. You *do not* have to offer everything in this inventory, and chances are that you will not! That's the best part of being a sponsored influencer: you get to choose what you offer as part of your sponsorship packages.

Feel free to add your own ideas and categories to this list! The more ideas and options you have, the more customized your proposals and benefit offerings can be.



- ➔ **Sponsorship types.** There are various types of sponsorships that can be offered, and descriptions of most of these can be found within the sponsorship glossary. A few key types of sponsorships that can be offered are:
- ▶ Naming rights or title sponsorship
  - ▶ Presenting sponsorship
  - ▶ Official product status, such as an official airline, beverage, hotel, etc.
  - ▶ Preferred supplier status
  - ▶ Media sponsorships
- ➔ **Exclusivity.** A common mistake in sponsorship is not offering exclusivity as part of a sponsorship, or pricing that exclusivity too low. On average, you'll want to charge a minimum of 150% of the original sponsorship fee for exclusivity. Category exclusivity can be in print, radio, or TV media, and you can work with your sponsor to define what category exclusivity is. For example, let's use the term "luxury car." What brand comes to mind when you think of a luxury car? Some might think of BMW, Audi, and Cadillac while



others think of Bentley, Rolls Royce, and Porsche. When selling category exclusivity, be sure to clearly define what other brands are and are not allowed, because, as evidenced in this example, the term “luxury car” can mean different brands to different people.

➔ **Use of logos, trademarks, and service marks.**

Most major brands look for licenses and right to use logo(s), images and/or trademark(s) when going through a potential sponsoree’s inventory and benefits. Depending on the scope of your property, you might also offer merchandising rights (the right to make merchandise to sell with your logos or theirs) or offer your endorsement of a sponsor’s product or service.

➔ **Contract.** What type of benefits could you offer in your contract to make it appealing for sponsors to say “yes?” Will you offer discounts for multi-year contracts? First right of refusal for renewal at conclusion of contract? I invite you to consider the various ways you could get a sponsor to say yes to more than one year. I also use this to get sponsors to come back for more.



- ➔ **On-site benefits:** If you have a property with on-site benefits, what are you offering? Booth or table space to exhibit? Demonstration and/or sample opportunities of the sponsor's products, distribution of products, or coupons?
- ➔ **Custom content.** Content is king. Custom content is a way for you to deliver added value to your sponsor and your community at the same time. A few examples for which you can create custom content are blogs, podcasts, emails, newsletters, on-stage speaking, interviews, webinars, hangouts, and social media posts.
- ➔ **Signage.** The sponsor's logo and brand may be featured on signage at the event or venue, with an added premium for inclusion of any signage at VIP functions.
- ➔ **Email and database marketing.** Do you have an email database? If not, I highly recommend you start an email list. There are several email service providers and CRMs that range anywhere from \$7 per month to over \$500 per month. Start simple. Once you have an email database, you are able to offer solo mailings and space in your online newsletters as benefits to your sponsors.



- ➔ **Digital assets.** This is key, especially for social media influencers. Make use of banner ads on your website, Snapchat geofilters and takeovers, and live streaming interviews on platforms like Facebook, such as Facebook Live and Periscope.

Some other items you could include in your sponsorship inventory are:

- ➔ The selection of or use of a venue
- ➔ Sampling opportunities
- ➔ Coupons, gift certificates, or swag bag inserts
- ➔ Sweepstakes opportunities
- ➔ Tickets
- ➔ Meet and greets

### Sponsorship Success Prompts

- ➔ The promise of my sponsorship program is...
- ➔ I am active or could be active on the following social media platforms...
- ➔ The digital benefits I could offer are...



- ➡ The tangible benefits I could offer are...
- ➡ Face-to-face benefits that I can offer are...
- ➡ The bonus or value added benefits could I offer are...

### STEP 3: PROPOSE

*Pride and Prejudice, When Harry Met Sally, Casablanca, and Notting Hill.* What do these all have in common? They are some of my favorite movie proposals of all time. The next step in the Five-Step Sponsorship Success System is to design a sponsorship proposal package that highlights the benefits for your prospective sponsors. This template will be the framework for each customized proposal. I highly recommend that sponsorship proposals remain generally less than ten pages, but whenever possible, less than seven.

Here's what goes into your sponsorship proposal:

- ➡ **Title Page.** The title page should list your name, the sponsor's name, and one line about the main benefit that you would offer the sponsor. The key here is to help potential sponsors



get used to seeing your name and their name together. Also, insert the date of the proposal and provide more than one way for a sponsor to contact you (i.e. email address, phone number, social media inbox, and snail mail address).

- ➔ **Executive summary.** Arguably, the most important page of a sponsorship proposal is the executive summary. This is your opportunity to give all of the relevant facts pertaining to your sponsorship property and the sponsorship. Use this one page to paint a picture with your words. If you're attempting to secure a presenting or title sponsor for your property, dedicate one half of the page to the details of the property and the other half with highlights of the sponsorship benefits. For all other sponsorships, dedicate two thirds of the executive summary to the property details and one-third to the benefits.

When completing this executive summary, be upfront and to the point. Note the dollar value and the sponsorship property's desires clearly. A sponsorship becomes more sophisticated and competitive with this simple state-



ment. Most decision-makers will start with the bottom line number before looking at benefits to see if it falls within their budget. Make it easy for them by listing this in your executive summary. Remember, quick facts, overview, top benefits.

- ➔ **Table of contents.** This page is optional but should always be used for proposals over ten pages in length. Most sponsorship coordinators are inundated with hundreds of proposals at a time, so make it easy for them to look for the information they are looking for.

The following sections of the sponsorship proposal can be listed in the presented order. They are items that I personally use in most of my customized sponsorship proposals; however, not all topics are needed for every sponsorship:

- ➔ **A team and staff page.** This is the page where I list the founder, executive director, my advisory board, and any other leaders or content creators who are a part of my core team, each with their own bios. Sponsors want to know who the key players are on your team.



Use this area to build your credibility and show your team's track record of success.

- ➔ **About the sponsorship property.** This section is dedicated to the details of the property and building your credibility. It includes the history and facts of the property, how and why the property was founded, and its mission and purpose. It sounds simple, but you'd be surprised how many people seek sponsorship without giving this information to their potential sponsor. Be factual and do not stretch the truth when estimating numbers—it is always better to under-promise and over-deliver than to not meet expectations.
- ➔ **Benefits explanation.** This section should list potential benefits that you can offer your sponsor. Since you will submit the proposal after an initial conversation with them, the benefits portion should be customized based on that conversation with the brand representative. While you provide a baseline for the benefits, be flexible and listen to your potential sponsor's needs and values.

Some things to think about when creating benefits:



- ▶ What is their industry and who is their target market?
  - ▶ What sponsorship levels are available and what, if any, naming rights will your property offer?
  - ▶ What signage will you have available and where?
  - ▶ Will your sponsor have the opportunity to introduce someone or have the opportunity to speak at your property?
  - ▶ How will you acknowledge your sponsors through events?
  - ▶ Are there any press releases, email blasts, or other forms of media that you can promote their message on?
- ➔ **Reach.** This is where we talk about demographics. What is the target market that your property reaches? Is this the same market your potential sponsor is trying to reach? List the age, gender, race, income levels, niche interest, and past attendance.



- ➔ **Media.** Use this section to highlight your influence to a potential sponsor. Show them what media partnerships you have or have had in the past, and how they'll keep your potential sponsor's message in front of their target market. Examples of media are TV, print, billboard, social media, free media, new media, and blogging.
- ➔ **Sponsorship marketing plan.** You have a great property, and your potential sponsor loves the benefits and the exposure they'll receive from this partnership. Now, how will you deliver all that you've promised? This section of your proposal will show how people will be notified about the property and about the sponsor. This can be done through press releases, promotional events, radio and TV, magazines, direct mail, and interview.
- ➔ **Alliances and partnerships.** Highlight your alliances and partners in this section. Explain how they'll help the potential sponsor reach their marketing and business goals. Who is your property already affiliated with? What are some of the potential alliances you could create to help spread your sponsor's message?



- ➡ **Current and previous sponsors.** At one point or another, we've all heard that logos attract logos, and here's your chance to highlight some of your past and present sponsors. Use their logos if possible, but make sure you have permission to do so and that it is not a violation of a past agreement.
- ➡ **Testimonials.** Do you or your property have any raving fans? How about previous sponsors, partners, or attendees? If so, what are they saying? Creating the testimonial section will allow your potential sponsors to see why your other sponsors, partners, attendees, and customers keep coming back.

When asking people for a testimonial, keep it simple: ask them to answer only one or two questions. This will give you great quotes that you can use in your marketing materials. Of course, always be sure to get permission to use their quote.

Another testimonial tip: Results-based testimonials are more effective when pitching sponsors. Try using the following prompts to get an excellent testimonial:



*In working with \_\_\_\_\_ the result I got was \_\_\_\_\_.* *That result made it possible to \_\_\_\_\_.* *Would you recommend others work with \_\_\_\_\_?*

- ➔ **A call to action.** What do you want your potential sponsor to do next? Do you want them to call, email, send smoke signals, message you on Skype? Be sure to include your major benefits and all of your contact information in this area.

Consult this sponsorship proposal section and the ten-point sponsor value checklist available online at [SponsorshipForInfluencers.com/10tips](http://SponsorshipForInfluencers.com/10tips) as you create your customized sponsorship proposal.

## Sponsorship Success Prompts

- ➔ The name of my sponsorship property is...
- ➔ The founder, creator, or visionary of the sponsorship property is...
- ➔ The length of the main sponsorship property within my sponsorship program is...
- ➔ The investment ranges for my sponsorship property are...



- ➔ I can create extra value and over-deliver to my sponsors by...

## STEP 4: PITCH

The purpose of a pitch, whether you send it via social media, email, the telephone, or through a face-to-face interaction, is to position your sponsorship property and level of influence in such a way that you will receive an offer to meet with a decision maker in person. Although it is Step 4, it is the most important part of the sponsorship process. Be sure that you are ready by completing Steps 1–3 first!

The three parts of a successful sponsorship pitch are:

1. **Finding the right person at the right brand.**  
Reaching the sponsorship manager is like a trip to the twilight zone. Your journey begins by finding the *right* person.

Here are the job titles to look for at local and regional businesses:

- ➔ General manager
- ➔ District manager



➔ Unit or area marketing director

For national or international brands, you want to look for:

➔ Brand managers

➔ A member of the brand team

➔ Organizational development team

➔ Strategic partnership managers

➔ Community outreach coordinators

Just as important, here are the people you should *not* call:

➔ Sponsorship manager

➔ Sponsorship department

➔ Sponsorship agencies

➔ The CEO, COO, CFO, and any other C level office.

And above all, avoid the dreaded online sponsorship submission form!

2. **Connecting with the right person.** Remember when I said I used to hate social media? Social



media is now my best friend in locating the name and contact information for the right person at the right brand. I primarily do this via LinkedIn by searching for the right job title at the brand we are looking for. For example, I could search for a brand manager at Expedia, the community outreach director at American Airlines, or a strategic partnerships manager at American Express. Once I have their information and have connected via email or phone, I send over a sponsorship pitch letter or email to get their attention, and if they are interested, we set up a phone or Skype meeting. During this initial conversation I have two goals.

- ➔ *Goal 1:* To learn as much about the brand and the person I'm on the phone with. I ask questions to find out their business goals and if said goals align with my sponsorship property. Some of the questions I might ask are:
  - ▶ Could you tell me about a sponsorship activation that really excited you and helped your brand reach their goals?



- ▶ Do you have a new product or service launching soon that you'd like more exposure for?
  - ▶ What are your favorite value-added benefits that a sponsee can offer?
- ➡ *Goal 2:* To get permission to send over a customized sponsorship proposal that highlights opportunities presented during our initial meeting.

3. **Sending the sponsorship proposal and negotiating.** The fun begins! We've decided what to have sponsored and what benefits to offer, found the brand, and made the connection. Now, we send our customized sponsorship proposal. Keyword: *Customized*.

When sending over the proposal, send it via email. Occasionally for larger sponsorship opportunities, send a copy via FedEx or UPS overnight. Once sent, be sure to ask for your sponsor's timelines, respect their timelines, and be ready to negotiate. I'll share a few negotiation tips in the next chapter.



## Sponsorship Success Prompts

- ➔ The job title I can search for at the brands I want to be sponsored by is...
- ➔ I will find their information at...
- ➔ The people I know who could connect me with a person in this position are...
- ➔ My initial pitch should be delivered through...
- ➔ I will send my customized sponsorship proposal through...

## STEP 5: PERFORM

Congratulations! If you got to this point, get ready for the real work to begin as you build your relationships with your new sponsors. You sent a proposal, negotiated, and they said, “Yes.” Now what? Does this mean you can kick back, relax, and enjoy the blue skies and your checks while everything happens automatically? Well, not exactly.

Remember that getting sponsored as an influencer is not just about getting one-time checks or opportunities and moving on. Sponsorship is built upon relationships, and relationships must



continue to be nurtured in order to get a sponsor to renew. Also, it's up to you to make sure that the sponsorship activation is in integrity with the agreement. This requires accountability, implementation, and maintenance.

Let's talk about the sponsorship agreement. Creating this agreement can be a tedious process, especially if you are dealing with a large national or international corporation. Such brands will often suggest having their attorneys draft sponsorship agreements—while this is not always bad and could save you significant legal costs, be sure to have your attorney or legal counsel review the document before you sign it.

Whether your team or the corporation's team drafts the agreement, make sure it is as detailed as possible, since this document will be the foundation upon which the sponsorship relationship will stand. Now, I'm not suggesting that the agreement turn into a forty-page legal manuscript or the next best-selling fiction novel, but make sure that it includes enough details that protect both parties and put them at ease.

While this is not a complete list, here are some of the terms and conditions that should be



listed, defined, and agreed to in a sponsorship agreement:

1. Who is agreeing to the sponsorship?
2. What is being sponsored and what are the terms of the sponsorship?
3. What are the milestones set in the sponsorship?
4. What benefits is the sponsor receiving as part of the sponsorship package?
5. What are the financial terms of the sponsorship? How much is due and when? What payment methods are accepted?
6. What is your conflict of interest policy?
7. What are the details of the nondisclosure and confidentiality agreements?
8. What is the process for dispute resolution?
9. Are there any other special conditions of the sponsorship? List in detail.
10. Is the agreement signed by the authorized representatives for both your brand and the company agreeing to the sponsorship?



Once again, whether your team or your sponsor's legal team drafts the agreement, please have an attorney or licensed legal professional review all documents before signing them.

The last part to perform is to say thanks and follow up with sponsors to get renewals. We'll cover that in a later chapter.

Now that you know the Five-Steps Sponsorship Success System, it's time to put it into action. We'll cover sponsorship negotiation tips in the next chapter.

## Sponsorship Success Prompts

- ➔ In negotiating the terms of my payment, I would like the sponsor to pay (monthly, at signing, annually, Net 30, etc.)...
- ➔ The name of the attorney or licensed legal professional who will review my sponsorship agreement is...
- ➔ The authorized signer for my sponsorship property and program is...







## *Chapter Five*

# NEGOTIATING YOUR WAY

The best negotiators I've ever met are children. Whether it'd be my niece or cousins, children know exactly what they want and are not afraid to ask for it. Regardless of our response, they have a reason as to why they are right or why they need what they're fighting to get. Children do not understand "No" and will continue to argue their cause until they win. Sometimes, I think we need kid lawyers and sales people!

Negotiation is a skill. Just like sponsorship-selling and copywriting, it's a skill that can help you for life, and honing that skill is truly making an investment in one's self. The literal definition of negotiate is "to confer with another so as to arrive at the settlement of some matter." My definition of negotiation is a conversation to make a win for



everyone involved. Whether you realize it or not, as influencers and as human beings, we negotiate every single day, if not multiple times a day. We negotiate with our kids and with our spouses. We negotiate with our pets, neighbors, and coworkers. We negotiate to buy a car, buy a house, plan a family vacation, and raise our salaries. But the biggest negotiation of them all is the one we have with ourselves.

Yes, you do negotiate with yourself, even if you don't realize it. We negotiate about everyday decisions. Do you wear jewelry or makeup with your outfit today? If so, which bracelet, which earrings, and what lipstick should you wear today? To eat the cookie or not eat the cookie? Will you cook for dinner or just go out? Should you go to the gym or sleep in? As human beings, we are wired to negotiate and to sell. It's time we do it with intention.

The biggest misconception about negotiation is that there has to be a winner and a loser. I truly believe that, in negotiations, there can be a win for all parties involved, even if that win means to step away from the table. I want to share some sponsorship negotiation tips with you.



- ➔ **Tip #1: Never start negotiations with someone who doesn't have the authority to say "yes."** Bring the right person to the table. Never be in a discussion to negotiate with someone who does not have the authority to make a decision.
- ➔ **Tip #2: Be curious and ask questions.** One thing I've learned in sponsorship negotiation and negotiation in general is that, by asking questions and being curious, oftentimes the two parties can come up with ideas that neither would have come up with on their own.
- ➔ **Tip #3: The grass is not always greener on the other side.** Negotiations are opportunities to really look into the other brand. Look at the other side, at their situation, and find out what they need most to make it a win for both you and them. Most large corporations cannot move as fast as an influencer with a small team. This is an opportunity and an advantage in sponsorship negotiations.
- ➔ **Tip #4: Don't let it get personal.** Sponsorship is about business, not emotions. Keep your head on and stay true to the facts.



- ➔ **Tip #5: Don't be afraid.** We've all heard about FEAR: False Expectations Appearing Real. Some of the fears people face when negotiating sponsorships are that they aren't "big enough," they don't have big enough lists, and that charging their worth seems too expensive. Don't let these fears overtake you. Just plan appropriately and you'll be ready.
- ➔ **Tip #6: Don't sell it if you don't believe in it.** Enough said!
- ➔ **Tip #7: Find out the best way to keep communication open.** What is your sponsor's best means of communication? Phone, email, Skype? While some companies will allow an initial point of contact through a social media platform, most brands communicate via phone or email before they meet you in person. Pinpoint the preferred method as a way to keep conversations open and clear.
- ➔ **Tip #8: Play nice.** Promises are okay, but threats are not. No one likes to be given an ultimatum. Be considerate and understanding.



- ➔ **Tip #9: Have a sponsorship inventory.** It's easy to offer benefits and negotiate benefits when you know what is available.
- ➔ **Tip #10: Be consistent and deliver.** Follow-up is key, but follow-through is the goal.
- ➔ **Tip #11: Have real deadlines.** A sponsorship deadline should not be based on your lack of planning or budgeting. Sponsors are here to make a win for them and a win for you, not to solve your emergency.

If you're looking for more detailed reading on sponsorship negotiation, or negotiation in general, I invite you to read *Never Split the Difference: Negotiating As If Your Life Depended On It* by Chris Voss and *Getting to Yes: Negotiating Agreement Without Giving In* by Roger Fisher.

## Sponsorship Success Prompts

1. On a scale of 1 to 10, my negotiation skills are...
2. Someone I can role-play negotiation conversations with is...

Now, let's talk about the process of negotiations. If a representative from a prospective sponsor



agrees to meet with you after initial contact and your pitch, things are looking good. These people have small teams and manage large amounts of sponsorship dollars, so they won't waste their time for no good reason.

In many cases, getting the meeting will take more than one encounter on your part, but don't get frustrated with the gatekeepers: those receptionists, secretaries, and human resource employees who stand between you and the decision maker. Those individuals are not the enemy; they are simply doing their jobs. In fact, gatekeepers are full of information, and they can help facilitate the way to the decision maker or they can toss your proposal in the trash and it'll never be seen by anyone. What happens here largely depends on how well you handle this initial contact: Begin building relationships with each of them since they are likely people of some influence to the decision maker you want to reach. Be courteous, appreciative, and personal. Once again, relationships raise money and relationships make money.

Once you get to the sponsorship meeting, it's your time to shine. This is the moment that so



many hope for yet many miss because they do not lay a solid foundation for sponsorship success. It takes time and effort to get to this place, and I want you to be successful in your sponsorship meetings and sponsorship sales. As such, here are several keys to success in sponsorship meetings:

1. **Do not be anxious.** You may feel nervous, especially if this is your first sponsor meeting. I was nervous my first few meetings, but I decided to focus on my goal. You believe in yourself, your sponsorship property, and your ability to deliver on the benefit you have to offer, right? If so, all you have to do is have a conversation with your potential sponsor and do so with confidence.
2. **Use your time wisely.** Excitement is good when presenting your idea, but it is important not to become so excited that you forget about the time entirely. On average, most first sponsorship interactions are ten to fifteen minutes during the discovery process. Don't be long-winded or prattle away on tangents.
3. **Do not take more people than absolutely necessary.** Only take those key contacts who can contribute maximum value to the meeting.



4. **Plan and practice your presentation.** Prepare your information in advance so that you can properly convey your message within the existing time slot. Know the timing and always allow at least five to ten minutes for questions at the end of your presentation.
5. **Don't make assumptions.** If you cannot answer a question, do not lie or make weak guestimates. Instead, set a time frame to provide the potential sponsor with an answer. Once the time frame is set, be sure to follow through.



## Chapter Six

# FOLLOW-UP, FOLLOW-THROUGH, AND GIVE THANKS

There is power in *doing*. When you get sponsored, you are given the opportunity to make incredible changes not only in your life, but also in your industry and society, and you create more opportunities for others. But an opportunity that many influencers and sponsored properties miss is the opportunity to create true value by saying “Thanks” after the transaction.

Just like in a marriage or a co-worker at the office, it is easy to take someone for granted when they are with you every day and it’s possible to not realize all they’ve done or do until they aren’t around anymore. Your sponsors invested in your success and sponsorship property, whether that



value was \$100 or \$1,000,000.00. As such, they deserve to be acknowledged and followed-up with after the sale. Few things can ruin a business or sponsorship relationship faster than having your sponsors feel used and unappreciated.

Remember, sponsorship is a mutually beneficial relationship and the check is only the start of the next phase in the relationship. Even after the sponsorship activation is over, there is still an opportunity to increase the benefits for both your property and the sponsors who worked with you. It's not just about new sponsors, but those you've worked with previously and could work with you again in the future. Always be on the lookout for ways to create more value!

I encourage you to schedule regular times to connect with these sponsors and help them to continue reaping a benefit. Make certain the relationship not only remains mutually beneficial, but that the sponsor is updated on the ROIs they are receiving.

A few starting ideas to show appreciation to your sponsors during and after your sponsorship and continue thriving in your relationships:



1. **Publicize and let your voice be heard.** Write articles and essays about your sponsorship property and business's success, and thank your generous X, Y, and Z sponsors. Send versions of the story out to different media. This is the type of article a community paper or on-line source is likely to publish. When you get published, make copies of your article to send to your sponsors—this will let them know that they are still reaping the benefits of partnering with you as a sponsor, and it also provides an opportunity to begin renewal conversations. Don't forget to include photos!
2. **Go “Live” with video.** Whether it's through Facebook, Periscope, YouTube, Instagram, Twitter, or another platform that has yet to be developed, live video is a great way to say thanks to your sponsors and give them extra value. Do a series of live videos throughout your sponsorship activation period, as well as after the sponsorship has ended. Whenever possible, have a brand representative from your sponsor join you on the live video.
3. **Mention your sponsors on podcast interviews.** Do this before and after the activation dates.



When you do a podcast interview as a guest, see if it's possible to have a representative join you on the podcast interview.

## Saying Thank You

It seems obvious, but this simple gesture is too often overlooked. As a child, I was raised with “Please and Thank You,” and there were oftentimes gentle and sometimes not-so-gentle reminders about the importance of acknowledging and appreciating people for what they’ve done.

I’ve heard brand managers complain that many of the properties they’ve sponsored fail to simply say, “Thanks.” This is inexcusable. Don’t let this be you. Don’t be the sponsorship property who receives a call or email asking if a sponsor’s check was received, all because you couldn’t give ten minutes to acknowledging and thanking the sponsor for their payment. This also hinders the activation process from moving in a timely manner!

Here are some rules you can follow to make certain that your property never lets this appreciation fall through the cracks:



1. **Say thank you three times in three different ways.** I make it a priority to let my sponsors know that I appreciate their sponsorship and that I want them to get the value and ROI they are seeking for their investment. A few ways I do this are:
  - ➔ Within forty-eight hours of the signed sponsorship agreement, acknowledge the sponsorship agreement and payment with a personalized thank you letter. Yes, a handwritten card or letter. For some sponsors that I've built an ongoing relationship with, I'll send a card from [www.bigfunnycards.com](http://www.bigfunnycards.com).
  - ➔ Two to three weeks before the big event or activation day, I send an email with details they'll need if they are going to be on-site for any part of the activation. It's also a fun time to mail a small gift based on your sponsored property's theme. However, take note of corporate gifting policies: most gifts would need to be under \$75 in value for your contact to keep it.
  - ➔ Send a third "thank you" after the activation period has ended. I like to personalize this gift with photos from the activation that allow the sponsor to see their logo in use for the spon-



sored property. This third “thanks” should also include a hand-written card with an invitation to have a conversation to review their ROI and also begin the sponsorship renewal process.

2. **Stay connected.** Send an update two to three weeks after the activation begins, once more expressing your appreciation for their sponsorship.
3. **Make “thank you” a priority.** Assign this task to a specific person on your team and create a protocol of recording what has been sent, when it was sent, and to whom it was sent. If a phone call was made, write down who called, who received the call, and a brief summary of the conversation. This can also be done within your customer relationship management (CRM).
4. **Be accountable to one another.** Sometimes ingratitude is inadvertent. Relieved that you have been sponsored and know the development bills are paid, influencers often turn their attention to the next task at hand and, in doing so, they forget about the sponsors who made the property a success. If you see



yourself forgetting this kind of thing, assign someone to maintaining certain contacts.

5. **Think long-term.** If you view a sponsor as a one-hit funder, then forgetting to express gratitude is easy. If you are looking for long-term partnerships with a brand you will naturally continue to cultivate the relationships.
6. **Be authentic and sincere.** Just as everyone can tell the difference between a compliment and false flattery, your sponsor will know if you are over the top in your praise. Honesty and earnestness are part of maintaining trust. For example, if you want to thank the company that provided hosting for your website, don't tell them that they alone were responsible for the success of the sponsored property. Simply thank them for their contribution and let them know how much you were helped or inspired by their efforts.

## The Follow Up

My dad had several different businesses in addition to his main work, what people would call his “side hustle.” We didn't know that phrase growing up. What I knew was that my dad had a full-time job and



provided for our family amazingly, but he almost always had another business he was involved in. I often got to go to business breakfasts and site visits with my dad. The food was awesome, but what I keep with me are the memories, stories, and business lessons that he shared. One of the most important lessons I learned from him is that follow-up and follow-through are not the same thing and, if I wanted to stand out in anything I did, I had to do both.

Many people say they'll follow-up, but few follow-through. Following-up means to check or reexamine something that is already in progress or has already been done. Much like we go to a doctor for a follow-up visit after a surgery to make sure everything is healing properly, we must follow up with our sponsors.

Following-through means to finish a task or item that we said we'd complete. For example, we're at a doctor for a follow-up and the doctor orders some lab work. We follow-through by going in to get the tests done so that they may be sent to the lab. Then, the lab will process the tests, send the results to the doctor, and then the doctor's office calls us with results. If any one piece of the



process is not complete, then follow-through was not completed.

You must do more than follow-up with sponsors you've secured—you must follow-through. And this isn't limited to your sponsors: Follow through with your customers, your partners, and yourself. Also, what about prospective sponsors who you were unable to secure? The ones you wanted to secure, but didn't get around to finding the right contact?

While you need to take care of your current sponsors, as sponsored influencers we must always be pursuing new partnerships. I'm sure you've heard the saying, "Don't put all your eggs in one basket." It's the same in sponsorship: Don't put all of your resources and fate into just one sponsorship. What happens if they go out of business? What if they have a PR nightmare? New sponsors allow you to build your influence, impact, and income. Assign someone other than yourself to continue making periodic contacts with prospects and current sponsors. Vary the approach and respect their time, but don't just write off prospects who don't sign on immediately. You are building relationships, and these take time to mature.



Follow-up and follow-through also extends to your vendors, media contacts, and any other influencers or organization that assisted you along the way. This will make them more willing to assist you in the future. Who knows? In time, they may become a sponsor for some need you have in the future or they might have a contact at a brand you want to work with.

Most of all, follow-up, follow-through, and thank your team. Have you ever worked on a team that was successful in not only reaching a goal or milestone, but surpassing it, only to receive no thanks? How did that make you feel? Don't make those mistakes. If you are looking for a great book on acknowledging others, I recommend Scott Degraffenreid's *Blazing a Trail to Success: The New Art and Science of Acknowledgment*.

## Sponsorship Renewals

At this point, you have a solid foundation of the Five-Step Sponsorship Success System and are ready to partner with organizations and corporations who will help create and fund your dreams.

Most sponsors are looking for more than a one-time property and are oftentimes willing to



negotiate multi-year agreements. The perfect time to do this is two to three weeks after your successful sponsorship activation and once you've already thanked them (at least twice) for their support. Just like it's easier to get an existing client to renew, the same applies to sponsorship. It is far easier to renew a sponsorship agreement than securing it for the very first time.

Sometimes, people fear asking for sponsorship renewal because they feel guilty about making the request. They are afraid that renewing the sponsorship might present an unwanted burden for the prospect, but this is actually not the case. Approach your current and prospective sponsors with the knowledge and confidence that you are the one to get them the ROI they are looking for. If you don't ask, they're going to sponsor someone with their allocated sponsorship dollars—why shouldn't some of that support go to you?

Here are the keys to your success in sponsorship renewals:

- ➔ **Start early in the process.** Start to pitch renewals within forty-five days of the completion of the first activation period they sponsored.



- ➔ **Ask questions!** Here are a few questions to ask in the renewal process.
  - ▶ What was, in your opinion, the most successful part of this sponsorship?
  - ▶ What was your favorite sponsorship benefit?
  - ▶ What benefit would you miss the most?
  - ▶ What improvements could be made?
- ➔ **Rework and revamp.** *Never* offer the same exact sponsorship package. Pretend they are a new sponsor, and start your research at square one. You can have similar levels, but the benefits and pricing should not be the same unless they are signing a multi-year deal.

While most sponsors will be happy to renew on an annual or multi-year basis, do not be offended should a sponsor not renew. There may be several business reasons to this, with the number one reason being budget cuts. In such cases, be sure to ask why they are not renewing and what you could do to be a better fit for their organization in the future.



If they are not renewing due to missed milestones, ask to work with them to create a plan to resolve the problem and then follow that plan. Also, be sure to ask if you can contact them in the future for possible sponsorship opportunities, once you have rectified the current situation. Above all, be respectful and remember that a non-renewal isn't meant to be personal. You might even ask them if they know someone that would be a better fit for your property and ask for an introduction. Continue to thank the sponsor for their support to date and keep them in the loop with other successes that you have as a sponsored influencer.







## *Chapter Seven*

# SPONSORSHIP SUCCESS AND YOUR FUTURE

I want to quickly introduce you to three beautiful and successful ladies.

Jacqueline S. Whitehead, CEO of JJ Consults, has had her wardrobe of over \$1,500 value sponsored for speaking opportunities. At first, she thought that a regular non-celebrity couldn't get a clothing sponsorship. But getting that first sponsor got her thinking outside of the box about what items can be sponsored. She now knows that nothing is off limits!

Kat Halushka of MeetupTribe.com has her monthly networking and speaking events sponsored. Before implementing the Five-Step



Sponsorship Success System, she believed she had nothing to offer and didn't know what to ask for. Sponsorship allowed her to expand her reach, increase event attendance, connect with high-level business owners in the city, and land her first major sponsorship with Microsoft.

Christina Daves is a serial entrepreneur with over twenty-years of experience. Living in Gainesville, Virginia with her husband and two teenagers, Christina had a knack for discovering niche markets from service industries to consumer goods. She's done event planning and land development feasibility, owned a retail store, and designed and manufactured award-winning accessories to make medical devices fashionable. She came up with that last idea after a broken foot left her in an awful medical boot the day before she was headed to New York City, Fashion Capital of the World. Having previously owned an upscale boutique, she needed to find something, anything, to make the boot look somewhat fashion-forward. Realizing there was nothing available of the sort, she started designing cuffs and accessories to take a medical boot from casual to business and even formal with styles for both children and adults. If that wasn't enough,



Christina is also a mom who loves to attend her kids' volleyball and hockey games—oh, and she's also an author and manages her own brand.

I met Christina in October 2012 when I spoke at Rick Frishman's Author 101 in Las Vegas, Nevada. She was so excited about the possibility of sponsorship that she nearly tackled me as I stepped down from the stage. I had just spoken about how authors could accelerate the growth of their brands by getting sponsored (the very same concepts I teach at Sponsorship Boot Camp), and Christina told me she couldn't absorb the information fast enough. She took my course and went on to write the bestselling book, *PR for Anyone™ 100+ Affordable Ways To Easily Create Buzz for Your Business*, which includes over a hundred tips to gain free media exposure. She also launched products and services for her new PR for *Anyone™* brand.

In addition to being a client, Christina has become a friend who I admire. She's consistently done the work to get sponsored as an influencer and has had hundreds of media appearances over the years. The best part? By implementing the very strategies taught in this book, she's been



sponsored by brands such as Capital One, PR Newswire, SKYPE, Microsoft 365, and more! As part of a sponsored event she planned and coordinated, she even got to interview Hoda Kotb, the co-host of NBC's *Today Show*. Christina truly is an entrepreneur who understands what education and implementation can accomplish.

All of these women are everyday people, just like you and me. I'm going to say this again: You can be an influencer. You can get sponsored as an influencer. There's the potential in this industry, right in this very moment, for you to reach millions, make millions, and make the impact *you* want in this world along the way. Even if you decide you don't want to make millions or reach millions, getting sponsored as an influencer will allow you the opportunity to serve more people than you ever possibly imagined.

I've worked with millions of dollars in sponsorship, collaborated and worked with hundreds of brands, and mentored thousands of students around the world. But assuming that you read this far and didn't just jump to the last chapter while scanning through the book at your local bookstore, you know more about sponsorship than I



ever did when I first started. This book provides you an amazing foundation, a huge head start, and a competitive advantage against others vying to get sponsored.

You now know how to:

1. Define the purpose of your sponsorship property.
2. Prepare your property for success.
3. Propose benefits and value that will get you seen.
4. Pitch a sponsorship and negotiate a “yes” to your sponsorship sale.
5. Perform to connect with brands and effectively share their message.
6. Follow-up and follow-through so that the brand will get the ROIs they are looking for.

Whether you are an influencer who’s been in the game for years or are just starting out, you now have the tools needed to go get sponsored.

Now, I don’t know how you got to this book or how you found me. It could have been a random



search on Amazon, at a bookstore, or at a library, or perhaps a friend told you about me. Maybe you attended one of our online courses, Sponsorship Roadmap or Sponsorship 901, or live events such as Sponsorship Boot Camp. No matter how our paths crossed, I want you to get sponsored and thrive. Here are a few things I want you to know:

- ➔ **I am always learning, and you should too.** It is important that we continue our education to not only hone our craft, but also to learn new skills that will allow us to serve and impact more people. Books, online courses, and live events are always great ways to continue your education.
- ➔ **Get the help you need.** To this day, I have my own coaches and mentors. When I'm looking to grow a specific area of my business or master a skill set, I look for a mentor who has gotten the results that I'm looking for, someone who is accessible and approachable, and charges their worth.
- ➔ **I believe in you.** I believe that now is your time.

Even after reading this book, after hearing the success stories of others who've gotten sponsored,



I know there are those of you who are still skeptical. Some of you will still say that you can't get sponsored because of something in your past, a story you've told yourself about how and why you aren't worthy of being sponsored as an influencer.

I want to share one last story with you before closing this book. I want to introduce you to Elayna Fernández. Elayna was born in San Jose de Ocoa in the Dominican Republic and grew up in extreme poverty. Her typical day started around 5:00 AM, at which point she would begin her daily chores and fetch water for the family from a river a few miles away. She grew up in a small shack with a tin roof and her most cherished toys were often found in the dumpster right behind her home. Though Elayna was grateful for the little she had, she was often afflicted with suicidal thoughts because she was physically beaten daily and told that she was not of any worth.

Despite this, Elayna knew that she was meant to be an entrepreneur. On one particular day, she went to the dump with her brother, and saw a soggy, smelly magazine with a strange name. She eagerly flipped through the pages, seeing vivid pictures of kids wearing sneakers, jeans,



and nice shirts, playing with books and real toys! The thing that impressed her most wasn't the toys or the clothes—she loved that they had active and engaged parents. They were playing ball. They were reading with them. These kids in the magazine had everything that she ever wanted, and she couldn't figure out how they got it or what they had done to deserve it. The magazine was in a different language, and she was determined to learn it because she believed that, if only she learned that language, she could live that life. Later, she would later learn that that life was called the “Disney Dream.”

Elayna's dad had always been loving and supportive of her, always inspiring her to believe in herself and her dreams. So when she asked her dad if she could enroll in English classes, he told her that she could, so long as she made and saved up the money for tuition herself. Elayna believed in the vision that her entrepreneurial efforts would provide. She saw that the kids in the slum were bored at night, and she loved telling stories, dreaming what others thought to be impossible dreams for a slum kid just like herself. She knew that she wanted to be on the stage. Thus was born her first business, a cardboard puppet theater that



she created when she was just seven-years-old. It was the perfect platform to tell stories of the children she saw in the magazine and to inspire slum kids to obtain the lives that they wanted—the life she wanted.

By the time she was eleven-years-old, Elayna had saved enough to enroll herself in English classes. She finished high school at fifteen and became an ESL instructor at the university where she had learned English herself.

Like every story, there were challenges along the way. Elayna ended up moving to the big city to go to college, but starting out, everything was a struggle. She would walk for dozens of miles a day to take eleven classes, and sometimes a single banana would be all that she ate in three or four days. Through her hard work and dedication, doors started to open up and she began working at bilingual companies and earned all the material things that she had seen in that magazine. But then, at the age of nineteen, Elayna was kidnapped, sexually assaulted, and almost killed on her way to school. Just six months after this tragic incident, she was in a coma for eight days after being involved in a car accident.



These events were enough to have shattered her life, but Elayna got back on track and continued to pursue success. Her 4.0 GPA helped her to travel to the United States in the summer of 1999. During that trip, she met a man who would become her husband in 2001, the same year she would move to California and have her daughters. However, her marriage soon turned unhealthy and disempowering, eventually ending in domestic violence and abandonment.

As a single mom, Elayna had no money, no job, and no bank account. She was soon homeless and didn't even know how to drive in California. She felt worthless to the point that she thought about taking her own life. But she had two daughters, an one-year-old and a two-year-old, who were her motivation to reset and re-invent her life and herself. Though she was alone, scared, and clueless, she had a vision, faith, and commitment to creating the life she imagined in her puppet theater stories. She would become an entrepreneur and a positive mom once again.

Elayna affectionately calls herself “a student of pain”—without the struggles she had suffered, she probably wouldn't be so driven to help



other moms overcome their pain, shame, and trauma. Today, as a blogger, storyteller, speaker, and strategist, Elayna helps other moms and mompreneurs create joy, balance, and success in motherhood and mompreneurship. She uses her voice to motivate moms to rewrite their life stories and turn their “Once upon a time” into their “Happily ever after.” She now travels the world, pouring her heart into delivering dynamic keynotes, conducting breakout sessions, and facilitating workshop training.

I had met Elayna at Rick Frishman’s Author 101 University. I was excited when she emailed me to attend Sponsorship Boot Camp and even more excited when she arrived. In fact, I remember getting another email a couple days before the event from my event planner stating that Elayna wanted to know if she could bring her two daughters (who were also entrepreneurs) to the event. I replied back to my planner that I was (and still am) all about kids learning about business and achievement at a young age, especially if their parents are going to support them in the process. If you have the opportunity to teach a child, please open your doors to that.



So, Elayna, Elisha, and Elyssa came to Sponsorship Boot Camp and, let me tell you, these girls stole the show. One of the things we do in Boot Camp is talk about pitch letters: We even have a pitch letter contest at select events where attendees write sponsorship pitch letters and the best ones win prizes. That year, in 2013, Elayna's daughters, at nine and ten-years-old, floored the room with their letter to the Disney princesses. They found their first sponsor in the room and even sold some of their art. We were also able to announce at the event that, thanks to a partnership with Rick Frishman, these two young ladies would be able to not only publish a book, but release their book on the Author 101 University stage at the next live event.

And these girls did not disappoint: Their book *I Love ME: Self-Esteem in Seven Easy Steps* is available on Amazon and in booksellers all around the world. As bestselling authors, Elisha and Elyssa are often featured in the media and speak on stages both nationally and internationally. In addition, they have been sponsored by Office Max, Hasbro, Kind Bars, LEGO, the Perot Museum, and other brands. Their success is so fun for me to watch because I oftentimes hear individuals say that they



cannot get sponsored and then list a slew of reasons why. These *children* went and did it. They did not have a large social media following. They did not have a large email list. They did not have a book publisher. They did not have, by what the world would consider, a large amount of influence. What these young ladies had was a dream and they took action. So what's your excuse?

Today, Elayna is grateful to see her girls flourish into beautiful, successful, strong young ladies. She herself enjoys the freedom and flexibility she has to create success on her own terms through a rewarding home-based business; to tell and write stories that empower audiences with positive messages; and to help moms create joy, balance, and success with her teachings, guidance, and support. She's now remarried and has another daughter, Eliana, who fills their home with laughter and excitement. Elayna was seven months pregnant when she came to Sponsorship Boot Camp, and although she wasn't in full business mode, this is where her "Disney Dream" was reawakened and the seed of being sponsored by Disney was planted. And guess what? Disney did end up sponsoring her! In fact, she's now partnered with Disney Parks, Disney Channel,



Disney Jr., Disney Animation Studios, Walt Disney Studios, Walt Disney Pictures, Pixar, ABC, Disney Cruise Line, Disney Princesses, and Disney Kids, alongside these big names:

- |                        |                                    |
|------------------------|------------------------------------|
| ➔ Cadillac             | ➔ Minute Maid                      |
| ➔ Delta                | ➔ Hasbro                           |
| ➔ Dove                 | ➔ Honey Bunches of Oats            |
| ➔ Toyota               | ➔ GoGo Squeez                      |
| ➔ Chevrolet            | ➔ Hanes                            |
| ➔ SeaWorld             | ➔ Neutrogena                       |
| ➔ Steve Harvey         | ➔ LEGO                             |
| ➔ Chuck E Cheese's     | ➔ Johnson's                        |
| ➔ World Vision         | ➔ Amazon                           |
| ➔ Avocados from Mexico | ➔ California Strawberry Commission |
| ➔ Clorox               | ➔ QuickBooks                       |
| ➔ Prudential           | ➔ Kelley Blue Book                 |
| ➔ JC Penney            |                                    |



- |   |                                  |
|---|----------------------------------|
| ➔ Cinnamon Toast Crunch                     | ➔ Unstuck Life Courses           |
| ➔ Zeqr                                      | ➔ PreK12 Plaza                   |
| ➔ Cooper Tires                              | ➔ SeaLIFE Aquarium               |
| ➔ Angel Soft                                | ➔ HBO                            |
| ➔ The NFL                                   | ➔ Sesame Street                  |
| ➔ St. Jude                                  | ➔ Tide                           |
| ➔ The College Board                         | ➔ Vicks VapoRub                  |
| ➔ Center for Disease Control and Prevention | ➔ The American Heart Association |
| ➔ Gerber                                    | ➔ The Hispanic Scholarship Fund  |
| ➔ Cheerios                                  | ➔ LifeLock                       |
| ➔ Fox Home Entertainment                    | ➔ Hallmark                       |
| ➔ OneSight                                  | ➔ NBC                            |
| ➔ NatureMade                                | ➔ Z Living                       |
| ➔ Brightpeak Financial                      | ➔ Albertsons Safeway             |
|   | ➔ Listerine                      |



- ➔ Doctor Aromas
- ➔ Tylenol
- ➔ Best Buy
- ➔ Dreft
- ➔ Hyundai
- ➔ And more!

Dreams do come true, if we're willing to do the work. Over the years, Elayna has become a great friend and her family is my family. The journey still continues, and I'm honored to be a part of their journeys. A young girl who grew up in the slums, who made her first business creating a puppet show theater after finding a soggy Disney magazine at a dumpster, whose English is her second language, is a victor today. Elayna has been recognized as one of the Top Latina Influencers in the USA and has been awarded as Best Mom Marketer, Mom Entrepreneur of the Year, Best Latina Lifestyle Blogger, and Best Family and Parenting Creator. Her platform has been ranked one of 100 Top Moms Blogs Worldwide.

Sponsorship has allowed Elayna and her family to create a lifestyle that supports their passion, makes their dreams a reality, and gives back to others. Walt Disney once said, "You can design and create and build the most wonderful place in



the world. But it takes people to make the dream a reality.”

We live in a world full of chaos, hate, corruption and crime. We live in a world where people are not encouraged to share their stories and their truths. We live in a world where far too many people are judged by the color of their skin or where they’ve come from, and not by their actions. We live in a world where people have not been allowed to freely dream or have not been empowered with the belief that they can reach their dreams. And in this world, it is the voice of the influencer that shines. The voice of hope, peace, confidence. The voice that takes our communities from problems to possibility and, ultimately, profit.

I invite you, like Elayna, like her daughters, and like all the other individuals in this book, to allow your light to shine by letting sponsors help you reach those dreams. I hope that you will find your inner strength to become an influencer, to share your story, and to get sponsored.

Influencer, this is your time. Share your message. Share your dreams. Encourage others to do the same. And let sponsors help you get there.







# GLOSSARY OF KEY SPONSORSHIP TERMS

Here is a glossary of terms that will assist you in your sponsorship process. Although some of these terms are not discussed in this book, most corporations offering corporate sponsorships commonly use these terms provided.

Get a downloadable copy of this glossary at: [www.SponsorshipForInfluencers.com/glossary](http://www.SponsorshipForInfluencers.com/glossary).

**Activation:** Any marketing, public relations, or other activities a company implements to promote a new sponsorship. All costs associated with activation are in addition to the fee paid for the sponsorship.

**Added Value:** An extra benefit given to a sponsor or prospect. Mainly used to close a deal, offer more value, or build stronger relationships.

**Agent:** The individual representative or organization that solicits sponsorships on a commission basis.



**Arts Marketing:** Sponsorship of a visual or performing arts company, event, or festival.

**Brand Ambassador:** An individual, especially a celebrity, who is paid to endorse or promote a particular company's products or services.

**Brand Loyalty:** The act of customers consistently re-purchasing the items or services from a store or provider. Several factors affect this loyalty including values, price, quality, branding, and customer service.

**Cause Marketing:** Any partnership or sponsorship involving a for-profit and non-profit company for mutual benefit. This is different from a donation because it is marketing business expense to the for-profit company with an agreement in place with set deliverables to deliver a return on investment.

**Co-Sponsors:** All the sponsors associated with the same sponsored property.

**Cross Promotion:** When two or more organizations or individuals partner to create marketing and public relations efforts that benefit all parties involved.

**Demographics:** Information used to provide a clear picture of the target market for your spon-



sored property. This information can include age, gender, income, occupation, or any other information gathered for research purposes.

**Donation:** Any product, service, or gift that is given to an organization without measurable results or contractual obligations.

**Editorial Coverage:** Any media exposure covering the sponsored property that mentions the sponsors (i.e. blog, newspaper articles, television interviews, etc.).

**Exclusivity:** The exclusive rights of sponsorship, ad sales, or exhibit booths. Exclusivity is generally a right purchased by business category for the event or sponsored property.

**Fulfillment:** Delivery of any benefits promised to your sponsors in the sponsorship agreement.

**In-kind Sponsorship:** Full or partial payment for a sponsorship offered through products, services, or other non-cash methods. This is commonly known as contra or trade.

**Intangible Benefits:** The soft benefits that are hard to measure, but important to capture.



**Marketing Message:** The message a sponsor wants to share through their sponsorship. Marketing messages can be around the launch of a new product, a set of shared values, or any other message important to the sponsor at the time of the campaign. Be sure the marketing message of your sponsor matches your core values.

**Media Sponsor:** Any media partner that provides cash, advertising time, or space to a property in exchange for that official designation.

**Niche Marketing:** Marketing focused at a specific group of individuals within a set target market (i.e.: Lifetime: Television for Women).

**Official Supplier/vendor:** A low cost sponsorship in which a supplier and/or vendor pays a sponsorship fee to guarantee that they will receive a certain amount of business or rights to sell at the event (i.e.: The Official Car of X, The Official Beverage of Y, etc.).

**Option to Renew:** A contractual right to renew a sponsorship based on terms agreed to in the initial sponsorship agreement.



**Point of Difference:** The key event details and sponsor benefits that set an event or organization apart from competitive events.

**Property:** Any entity or event that is available for and seeking sponsorship.

**Reporting:** Providing updates to sponsors regarding the event and specific milestones that have been met.

**Right of First Refusal:** The contractual right granting a sponsor the right to match any offer the property receives during a specific period of time in the sponsor's defined product category.

**Rights Holder:** The entity seeking sponsorship. Might also be referred to as a sponsee or sponsor seeker.

**Social Media Influencer:** An individual, organization, or account on social media who has established credibility in a specific industry. A social media influencer can persuade others to take an action by virtue of their authenticity and reach.

**Signage:** Signs displayed at an event that feature the logo or marketing message of a sponsor.



**Sponsee:** The individual or organization receiving sponsorship funds from the sponsor.

**Sponsor:** The individual or organization that purchases the sponsorship property offered by the sponsee.

**Sponsorship:** A cash and/or in-kind fee paid to a property in return for access to the commercial potential associated with that property.

**Sponsorship Fee:** Any payment, cash or in-kind, paid to a property for the rights associated with the property.

**Sponsorship Plan:** A document that details how a sponsorship will be serviced by the sponsee.

**Title Sponsor:** The sponsor that has its name incorporated into the name of the sponsored property (i.e. “Chick-fil-A Peach Bowl”)





## ABOUT THE AUTHOR

Roberto C. Candelaria is the Founder of Sponsorship Boot Camp and the international best-selling author of *Relationships Raise Money: A Guide to Corporate Sponsorship*.

He's also the creator of The Sponsorship Roadmap, Sponsorship Crash Course, and Sponsorship 901. His strategies have transformed the way influencers and organizations increase their bottom line by getting sponsored.

Candelaria has shared the stage with speakers such as Dr. Barbara De Angelis, John Assaraf, Brendon Burchard, Greg S. Reid, Rick Frishman, Sharon Lechter, Bill Walsh, Jim Kwik, Lisa Nichols, Bob Proctor, Kevin Harrington, and Les Brown.



An in-demand mentor, strategist, and consultant, Candelaria has worked with companies such as American Airlines, BMW, DELL, Disney, Enterprise Car Rentals, Hilton Hotels, Southwest Airlines, State Farm Insurance, Wells Fargo, Zappos, and more. In addition, his clients have been sponsored by major corporations and organizations such as Accelrnt, Adobe, Bell Helicopter, Capital One, Disney Parks, Disney Animation Studios, Cadillac, Dove, Microsoft, US Bank, Vocus, and the WWE.

A recognized industry leader, Candelaria's products and presentations have made him a renowned, innovative expert. As one client recently said, "If you follow his plan, success is inevitable."

Connect and access free training and content at:  
[www.RobertoCandelaria.com](http://www.RobertoCandelaria.com).



# HAVE ROBERTO SPEAK AT YOUR NEXT EVENT OR CONFERENCE!

Roberto C. Candelaria regularly energizes audiences with his experience, passion, and humor. His goal is to educate his audience about the importance of building sustainable relationships for current and future sponsorship opportunities and giving them practical step-by-step information on how to get sponsored. He puts this understanding into action as a teacher and trainer, inspiring his audiences with fresh ideas by inserting new beliefs into a conventional framework.

Candelaria is available for keynotes, seminars, and multi-day workshops. All presentations are customized for your audiences, based on their specific needs. Have him present at your next conference, seminar, or event!

For more information, please visit  
[RobertoCandelaria.com](http://RobertoCandelaria.com) or call 512-651-9223.







*“To some, the concept of fundraising, sponsorship, and asking for money is not only a foreign concept but a specialty skill that most organizations shy away from and, understandably so, given the prowess needed in this specialist area. Roberto Candelaria is not only a specialist in these areas, but he is a leader in his craft. What sets Roberto apart is not only his veteran experience but his focus on smart strategies for profitability, growth, and long term sustainability. His ethical standards surpass most in the industry given his commitment to his legacy. If you are interested in hiring the best look no further than Roberto!”*

—Sally Anderson

Founder/Director of Evolved  
Leadership Pty Limited





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