



Using the Parks Make Life Better! Brand to Ignite Sponsorship Success

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Sponsors and Donors Why Contact?



<p>Sponsors</p> <ul style="list-style-type: none"> ■ Generate sponsorship funds ■ Schedule a meeting ■ Welcome new sponsors ■ Thank sponsors ■ Get sponsors to increase investment ■ Encourage sponsors to give referrals 	<p>Donors</p> <ul style="list-style-type: none"> ■ Tap into the holiday spirit ■ Capitalize on a current event or crisis ■ Recruit new donors ■ Seek annual gifts ■ Fund a special project ■ Secure major gifts
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The Language of Sponsorship

<p>NO</p> <p>Awareness (Small) audience</p> <p>Support Cost, Fee, Donation, Gift Donor, funder, supporter Marketing Dollars</p>	<p>YES</p> <p>Opportunity to... Highly targeted, pure demographic, niche marketing</p> <p>Invest Investment Investor, Sponsor, Partner Sponsorship, Investment</p>
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Sponsorship Campaigns Worth the Climb



- Planning
 - Internal Planning
 - Marketing planning
 - Implementing the Plan
- Sales
 - Getting Your Foot in the Door
 - Closing the Deal
 - Negotiation
- Service
 - Follow-up and Appreciation
 - Repeat Sales

Planning



1. Internal Planning
2. Marketing Planning
 - SMART Objectives
 - Specific
 - Measurable
 - Achievable
 - Results-oriented
 - Time bound
 - Target Audience
 - Unique Selling Proposition (What makes you the best choice)
 - Tools and Tactics
3. Implementation

Sponsor Matchgame

Key Message	Brand Promise	Product How do YOU do this?	End User Who (What types of customers "use" this product?	Gatekeeper Who targets these same End Users? Who influences these End Users?	Partners (Non-profit) Who is also connected or concerned about this "promise?" Who is trying to solve related problems?	Sponsors (Businesses) Who wants/needs to reach/sell to this End User (Product, Service, etc.)
PLAY	Outdoor space to play and exercise					
NATURE	Access to the serenity and inspiration of nature					
EXERCISE	Outdoor space to play and exercise Activities for self-directed and organized recreation					
POSITIVE PLACES	Positive alternatives for youth which help lower crime and mischief					
GATHERING SPACES	Activities that facilitate <ul style="list-style-type: none"> • social connections • human development, • the arts and • lifelong learning 					
FOREVER	EXPECTS Parks and Recreation will make life better now and in the future					

Getting Past the Gatekeeper

- Empathize
- Tease
- Surprise
- Delight
- Entice
- Help
- Listen
- Integrity

Avoid the Runaround

Who Should You Contact?

- Sponsorship
- Cause Marketing
- Marketing
- Brand Manager
- Sales
- Community Development
- CEO
- Executive Assistant

Making Contacts and Connections

The Personal Touch

How to Make Face-to-Face Contact

- Make Presentations
- Exhibit at Trade Shows
- Network with Groups
- Follow-up with Current and /Previous Sponsors
- Ask for Referrals
- Open your mind to chance meetings
- Make Cold Calls

Finding Groups and Contacts

- Current Sponsors
- Employees
- Volunteers
- Commissioners/Board Members
- Chamber of Commerce
- Library
 - Directories
- Internet Resources
 - <http://www.sponsorship.com>
 - Sponsor Competitors
- Other media (look to like advertisers)
- Community Groups/Service Clubs

Door Openers

<p>Media</p> <ul style="list-style-type: none"> Note Postcard Letter Newsletter Photos Sponsorship Packet Notes Packet Food Promotional Items <ul style="list-style-type: none"> Theme, Item Item, Theme 	<p>Distribution</p> <ul style="list-style-type: none"> Email Web Site Mail Hand Delivered Phone Call Presentations Press Releases Trade Shows Advertising
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[On Your Letterhead]

FOR IMMEDIATE RELEASE

[November 21, 2007]

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www.advisorsmarketing.com

YMCA Invites Sponsorship of Programs and Facilities

Businesses searching for creative, interactive ways to reach new, loyal and active customers are invited to contact The YMCA of [your name] to learn about new marketing opportunities. Sponsors are currently being sought to fund [special events, programs and projects ranging from park and open-space beautification to disabled services and after-school programs; companies can help re-build playgrounds or pay for swim lessons for inner city kids.] Sponsors will be offered a wide variety of promotion and public awareness outlets in exchange for their commitment.

“Our diverse target audiences can be matched to any business,” assures [Jodi Rudick, Sponsorship Coordinator.] “We touch and improve the lives of almost every Funtown resident] -- young, old, low-income, high-income, arts and crafters, runners, walkers, hikers, bikers, surfers, ball players, families and environmentalists. We can create a ‘red-carpet’ for companies to introduce positive products and services to these customers in innovative settings.”

Traditionally, the YMCA has pursued revenue through individual donations and grants. By actively pursuing business and corporate partners and sponsors, the YMCA can continue to insure the highest quality facilities and programs for all of Funtown’s residents – especially children and youth. “Alternative revenue sources are the key to stretching today’s shrinking budgets while maintaining or enhancing Funtown’s beauty and quality of life,” says Rudick.

To find out how your business can take advantage of the YMCA’s limited and exclusive sponsorship options call Jodi Rudick at (760)809-3231.


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The Perfect Ten (cont.) What Sponsors Want and Need

- 6. Media time and space (beyond logo inclusion)
- 7. Access to celebrities (sports, politics, television, authors, etc.)
- 8. Product Placement
- 9. Creative Funding (Up front fee with bonus potential based on attendance, sales results, media hits, etc.)
- 10. Opportunity for sponsorship to add value to products



Sponsorship Types



- Sponsorship Types
 - Naming Rights
 - Category Exclusivity
 - Official Product Status
 - Licensing and Endorsement
 - Common Status

Promotional Opportunities Inventory What do you have to offer?

- Facility Usage
- On Site
 - Signage
 - Hospitality
 - Information Technology
 - Access to Event
- Database Marketing
 - Employees
 - Customers
- Expertise and Talent
 - Knowledge
 - Volunteers
 - Staff
- Publicity
- Future Events
- Research and Data
- Pass Through Rights

Craft a Letter Follow-up to Phone Call

To: Sally Seniors-Specialist Date: April 15, 2006
 From: Jodi Rudick
 Re: Senior Citizens Marketing Opportunities through Sponsorship

Dear Norma,

It was great talking with you about the possibility of Silver Springs Assisted Living Community sponsoring a portion of our Volunteer Recognition Event. [I hope you will pursue the idea of becoming the exclusive sponsor of the event's Keepsake Program \(Silver Level Sponsor\) by contributing \\$2500.](#)

[I know that \\$2500 is a big chunk of your budget](#) but hope you will see the value of this investment. In addition to on-site recognition at the Volunteer Recognition Event you will also be acknowledged in the following ways:

List What They Get Activity

- _____
- _____
- _____

Very Sincerely,
Jodi Rudick

P.S. I will need your answer soon to take advantage of upcoming promotional opportunities (Our first news release goes on May 5) and to pursue other sponsors, if Silver Springs is unable to make this commitment.

What else can you offer?

Sponsor Appointment Checklist

- Prepare
- Determine desired outcomes
- Watch your language
- Make contact with the right person
- Mind your manners
- Make it clear you are NOT looking for a donation
- Always focus on the SPONSOR'S needs (not yours)
- Don't discuss price
- Be enthusiastic!



Dynamite Direct Mail

- Watch Sponsorships Soar with a Creative Theme
- When it Comes to Direct Mail – Fat is Where it's at!
- Connect to a Cause – Safety, Nutrition, Childhood Obesity, etc
- Curiosity Campaigns

Pizzazz Inside...

- Sugar
- Pepper
- Sweet and Low
- Coffee
- Beans
- Dried Chillies
- Mint
- Bandage
- Nuts
- Your ideas here
- How Sweet it is.
- Slow sales are nothing to sneeze at.
- Accept no substitutes.
- When life is a grind.
- We've bean through a lot together.
- Heat up your summer sales.
- Our sponsors are worth a mint to us.
- Slick with a winning event.
- We're nuts about our sponsors.

Let Jodi help bring you and your staff to the next level with...

Ask about Amazing Conference Savings

The Brand New Book

Breakthrough Ideas to Make Over Your Marketing

But We've Always Done It That Way!

HOW TO THINK OUTSIDE THE BROCHURE

Jodi Rudick, MAS

BAM! The Glass

In-house Training
