



SPONSORSHIP!

TIPS & TRICKS





There is no magic bullet.

Do your research first!

- Telling your story
- Identifying potential sponsors
- Know your audience
- Valuing your sponsorships



Telling your Story

- What are you all about? What do you do that is unique?
- Have an elevator pitch, as well as boilerplate for a detailed description
- Be specific! Spell everything out
- Be clear about what you're asking for





Know your Sponsor!

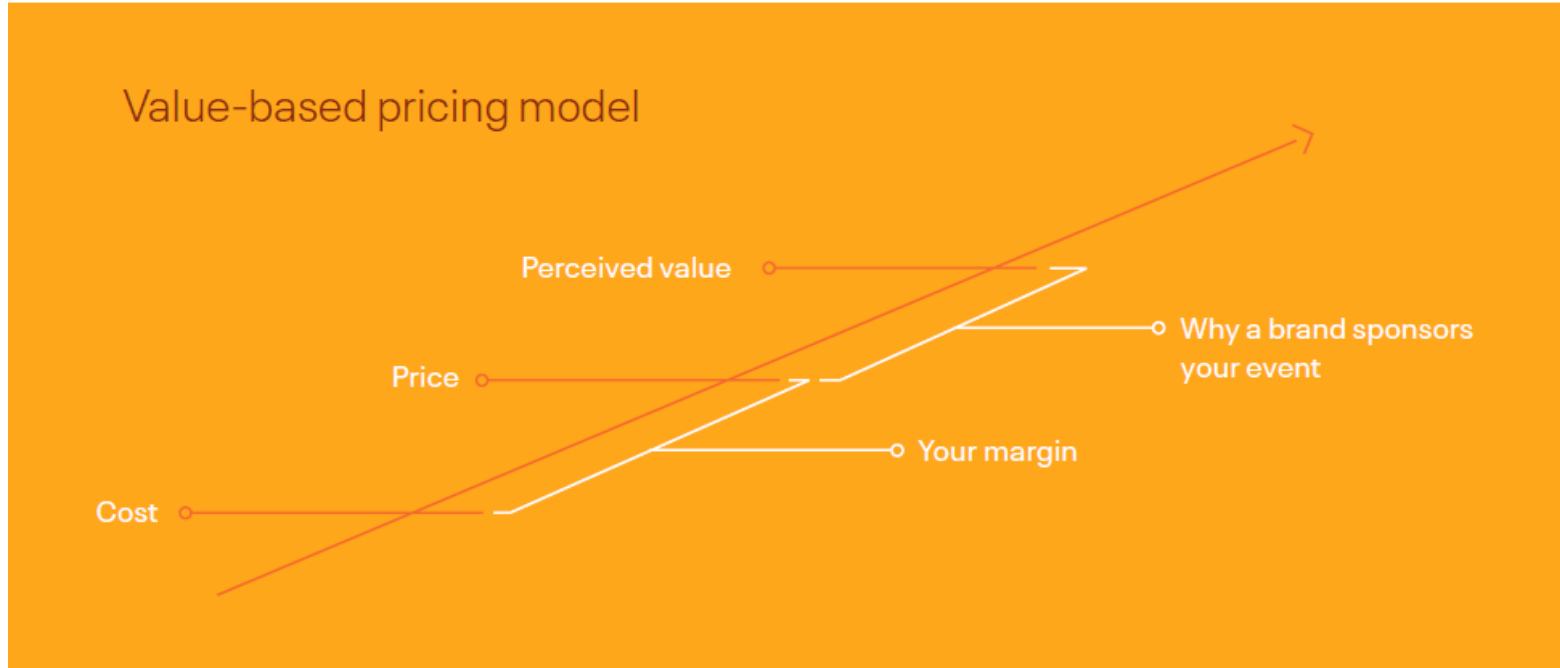
- Who is your potential sponsor?
- Why are they a good fit for you/your event?
- What's in it for them? Sponsorships should be win-win
- BUT don't make it purely transactional. It's all about relationships
- Start with the people you know ... and the people they know



Know your Audience!

- Who comes to your shows?
- Demographics:
 - Age
 - Ethnicity
 - Geography
 - Spending power
- What makes them tick?
 - This will vary widely
 - Use multiple channels and approaches

Valuing sponsorship



- Balance the actual cost of the asset (e.g. ad space or tickets) against its value to the sponsor
- If possible, find out how similar events are pricing sponsorships
- How many eyeballs are you putting in front of your sponsor?

What can you offer in exchange?

Visibility

- Space on the Ford's LED Billboard
- Their logo on your printed materials, programs, post cards, step-and-repeat, etc.
- Ad space in programs
- Onsite signage/pop-up banners on Edison Plaza
- Table space at the event: Merchandise sales or product samples (must be cleared with Ford staff first)
- Electronic recognition: inclusion in e-blasts, on your website, social media posts



What can you offer in exchange? (cont.)

Special Access & VIP Experiences

- Behind-the-scenes/meet the artists/sneak peeks
- Comp tickets from your consignment
- Receptions (more on this later)
- Community room – VIP lounge, gallery space, use your imagination
- Two reserved picnic tables (perhaps with box dinners?)
- Merch giveaways onsite, e.g. preset on theatre seats



The Deck.

After you get the sponsorship:

- Always send a thank you note! You cannot thank people too much.
- Some sponsors will ask for a written agreement, MOU, or invoice. Others will not.
- Make sure they receive all the benefits they were promised – this may take some extra legwork.
- Stay in touch!
 - Listen to their feedback
 - Share impact and results with them (photos, audience quotes)
 - Invite them to your next show

