



ATTRACTING & BOOKING
SPONSORS

IT DOESN'T
START WITH
A PROPOSAL



Stephanie McIntyre

Award Winning Leader in the Industry

Over 25 years of Experience

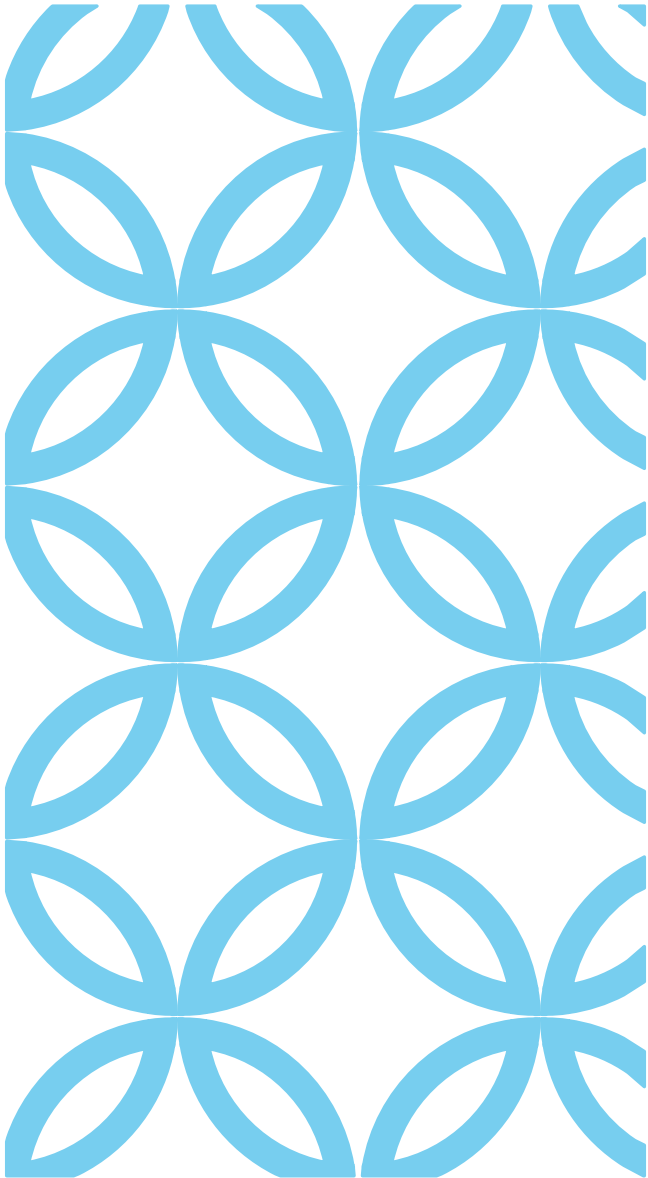
Proven Strategies that Elevate your Event

Who Am I?

- ❖ ***An Expert in Sponsorship, Decision Maker, Evaluator, Negotiator***
- ❖ ***Personally Secured Sponsorship Dollars up to \$200,000 for one event***
- ❖ ***Designed and Executed Brand Activations for Large & Small events***
- ❖ ***Currently working with several events to secure sponsorships and co-director of National Black Bear Festival***







Where Do you Start with your Sponsorships?

LET'S BEGIN THE
PROCESS

START EARLY!



12-10

Months Event
Brainstorming
and idea
generation of
events &
outreach



9 Months

Sponsorship
Deck
created/Updated
and outreach



8-3 Months

Secure Sponsors



2-1 Months

Promotion, Media
Kicks up, Ticket
Sales



Event Date

Execute Event
Fulfillment for All
Sponsors

PROSPECT ~ INTRODUCTION ~ APPOINTMENT



PROSPECT USING YOUR **AUDIENCE DATA**: Use your audience **DATA** TO **GUIDE** your prospecting. Making sure your audience is a match for your prospective sponsor.



INTRODUCTION: Introduce your event to the prospects that match up to your audience and event. Use a short **INFORMATION DECK** that includes audience data and brand benefits



APPOINTMENT: Set an Appointment over the phone or in person to begin discussions

Chandler Thinks Chandlerthinks.com | Franklin, TN



- Volunteers to do present the Questions to Attendees at the Event
- Conduct a Survey on your Social Media
- Always offer an incentive to take the survey and be sure to follow up with presentation of gift incentive
- You can always seek a sponsor for your survey! Great Opportunity!

HOW DO YOU FIND YOUR AUDIENCE?

KNOW YOUR AUDIENCE

'KNOWING YOUR PATRON IS THE LIFEBLOOD TO YOUR SPONSORSHIP SALES. IF YOU DON'T KNOW YOUR AUDIENCE, THEN YOU DON'T HAVE ANYTHING TO SELL.' *TERESA STAS*

DEMOGRAPHICS: Gender
Percentage/Ethnic Group/
Education/ Income/Marital
Status/Homeowner or
Renter/ Family Size

PSYCHOGRAPHICS:
Interests/ Values/ Beliefs/
Personality/Lifestyle/Spendi
ng Habits/Movies &
Music/Leisure
Activities/Hobbies

MY EVENT PATRON

Profile Example A

35 YO Female

From Raleigh NC. She is married with one child. She has a bachelors degree and works full time. She owns a home with her husband and their average income is \$75K.

They enjoy eating dinner out. They stream their favorite shows and movies and love country music and have a cat. It is their first time at the Event.



Profile Example B

42 YO Male

From Greenville, NC. He is married , has two children, employed full time and has a high school education. His average income is \$65K. He rents his home and likes to camp, fish and hunt in his leisure time. He streams his entertainment and has a dog.



WHAT IS IN YOUR BENEFIT



WHAT DO YOU
HAVE TO
OFFER

VIP RECEPTION

MEDIA DAY

LUNCH/DINNER WITH THE
EXECUTIVE DIRECTOR

SPONSOR NAME ON A DONOR WALL

AWARDS

BEAUTY PAGEANT

*Put Ideas in your "treasure chest" and
take the back to your team to develop!*

WHAT DO
SPONSORS
WANT?

BRAND BENEFITS TO
HELP THEM WITH
THEIR GOALS IN
EXCHANGE FOR THEIR
MONEY

PRODUCTS

OR

SERVICES!

Our 9th Year of Un-Bear-able Fun in Eastern NC!

Regional & Statewide Award Winning Festival

FREE ADMISSION
FREE PARKING

Voted Best Festival in North Carolina & Southeast Region of the United States

Partnership Activities

Bear-ly a snap shot of 30+ activities

- Guided Black Bear Tours
- Lazy Bear River Tubing on the Roanoke
- Reflections on the Roanoke (Largest Most Spectacular Fireworks on the Water in Eastern NC)
- Baby Bear Dress Up Contest
- Main Stage with Lots of Music Genres
- Run with the Bears 5K
- Black Bear Theater
- Papa Bear Classic Car Show
- Pontoon Boat Rides on NC's Amazon
- Tethered Hot Air Balloon Rides
- Food & Craft Vendors
- Army Golden Knights Skydiving Team
- Ed's Dinosaur's Live
- And Much More we can bear-ly name it all!

Media & Advertising Opportunities:

- Corporate Logos on TV Tags
- VIP Venues
- Database gathering
- Make the main stage yours!
- VIP Deck Seating for Reflections on the Roanoke
- Optimum Banner Placement (with banner provided from business)
- Premium Marketing Space to reach out to Festival Attendees
- More to fit your specific marketing profile and branding goals and objectives
- Custom Activations Available
- Logo on electronic Ticketed events
- Radio Ads
- Digital Opportunities for Giveaways and Announcements

Here is how our fans look:

Attendees
30,000
Female Avg. Age: 44 / 60% attendees
Male Avg. Age: 42 / 40% attendees
Average Age: 25-34 years old
AVG Household Income: \$75K
Employed Full time/Married/Families

Social Media
13,542 likes
997
102
New platform to reach more fans

Our fans come from all over North Carolina and 25 other states to visit our bears!

Can't "bear" it any longer to partner with us?

CONTACT US AT:
www.NCBearFest.com
252-793-6627
info@NCBearFest.com

NC BLACK BEAR FESTIVAL
PLYMOUTH, NC

The Wildly Successful
9th Annual
NORTH CAROLINA
BLACK BEAR FESTIVAL

ncbearfest.com
June 3, 2023
Plymouth, North Carolina

INTRODUCTION DECK
THE COMBINATION OF YOUR ASSETS
& AUDIENCE INFORMATION

BEFORE
THE
PROPOSAL



THE CALL

DISCOVERY ~ PROPOSAL ~ NEGOTIATION



DISCOVERY: Time to approach the hard Questions!



PROPOSAL: Create your proposal from the information you gathered at your meeting



NEGOTIATION: Keep an open mind on negotiating until you both agree on where to land with the partnership



THINK FROM THE SPONSORS SIDE OF THE DESK

SPONSORS ARE NOT BANKS, THEY ARE NOT GOING TO INVEST IN WHAT YOU ARE DOING!- CHRIS BAYLIS, THE SPONSOR COLLECTIVE



CONSIDER THE THINGS THEY HAVE TO DO WHEN DECIDING TO PARTNER WITH YOU



Sponsors are Marketers!



How much is the Sponsorship? Give Specific broad Amounts



What will they get in Return? Be specific and Clear on how you will deliver these items or media



How much does it cost the business to participate? Will they need to send an employee (s) to work all weekend, hotel, travel expenses. Give away, tents, signage etc.



They want a Marketing Return on Investment- You Must prove and provide ROI-How will you provide it? QR codes, Coupons, Surveys

Ask not what sponsors can do for you



But what you can do for your sponsors

INVITE OBJECTIVES

YOU NEED TO KNOW

If you don't find out the objective in a discovery meeting you are Most likely going to get ghosted on your follow up.



PROPOSAL



THE SPONSORSHIP PROPOSAL DOES
NOT MAKE THE SALE
YOU DO!



COOKIE CUTTER IS FINE FOR
SMALLER DOLLARS



BUT YOU REALLY WANT TO

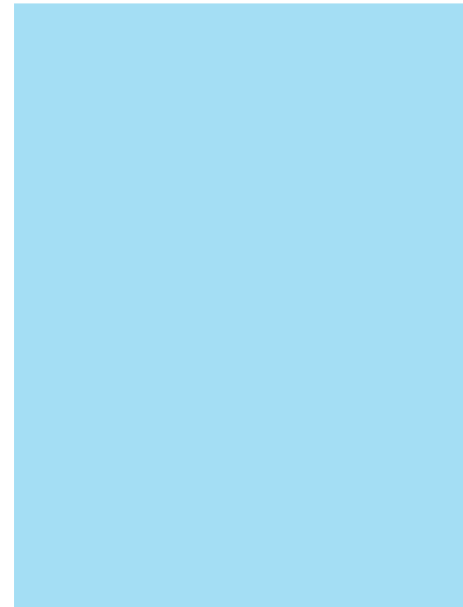


CUSTOMIZE FOR YOUR SPONSORS
PROPOSAL



CUSTOMIZATION IS KING

PLACE A DATE ON THE PROPOSAL ::
PROPOSAL VALID UNTIL XXX





This is the Papa Bear of the North Carolina Black Bear Festival!

Only one available

Affiliated with all individual events

Open to discuss customized activations

Customized space on Festival Footprint

All media includes YOUR BUSINESS as the Presenting Sponsor of the NC Black Bear Festival

PRESENTING SPONSORSHIP





BUILD RELATIONSHIPS DURING THE NEGOTIATION

- WRITE A THANK YOU NOTE!
 - BUILD A STRATEGY TOGETHER
 - GIVE AND TAKE
 - COMPROMISE
 - WANT TO HEAR THEIR NEEDS AND UNDERSTAND HOW YOU CAN WORK TOGETHER
 - UNDERSTAND COMPLETELY WHAT THE SPONSOR WANTS
 - KEEP THEM INFORMED
 - CONVERSATIONS ABOUT WHAT IT WILL LOOK LIKE TO PARTNER WITH YOUR EVENT
- FOLLOW UP!



FOLLOW UP

IF YOU DO NOT FOLLOW
UP:

THEN YOU ARE NOT
ENGAGED!

PROPOSAL AFTER 2-3
DAYS OF MEETING

MOST SALES ARE MADE
IN THE 5TH-6TH FOLLOW
UP

THEN CLOSE THE DEAL!

THEN ANOTHER SERIES
OF MEETINGS AFTER
THE DEAL IS CLOSED!

AGREEMENT ~ EVENT FULFILLMENT ~ RECAP



AGREEMENT: CLEAR EXPECTATIONS PUT INTO WRITING FOR BOTH PARTIES. PLACE YOUR TERMS INTO A WRITTEN AGREEMENT THIS WILL AVOID CONFUSION.



FULFILLMENT/EVENT: KEEP UP WITH EVERYTHING YOU PROMISED TO YOUR SPONSOR IN YOUR AGREEMENT. EITHER YOU KEEP UP WITH THIS OR SOMEONE YOU TRUST! BE SURE YOUR METRIC TRACKERS ARE ALL IN PLACE AND TAKE LOTS OF VIDEOS AND PHOTOS FOR PROOF OF PERFORMANCE!



RECAP & REPEAT: MEET WITH THE SPONSOR WITHIN A FEW WEEKS AND GET FEEDBACK AS WELL AS DEBRIEF THEM ABOUT THE EVENT. SHARE YOUR PROOF OF PERFORMANCE

AGREEMENT

Participants in the Agreement	Start & End Date	Contact Names & Information & Signature and Date lines	Terms for Termination and any Stipulations	First Right of Refusal for the upcoming year
Exclusive/Non Exclusive	Use of Event Logo Sponsor logo	Exact Number of Tickets, Passes, Rooms, Meals etc.	Insurance	ALL the DETAILS of Assets that the Event is Providing
All the Details of Assets that the Sponsor is Providing	Pricing	Due Dates/Deadlines	Refunds	Force majeure Weather & Catastrophic events



GATHER ALL THE INFORMATION
PROMISED:

EVENT

Photos

Surveys

Metrics

Video

Radio and TV Affidavits

Printed materials

T shirts

RECAP & RENEWAL STRATEGY



80 % OF YOUR SPONSORS
SHOULD BE RENEWING
WITHIN 30 DAYS OF YOUR
EVENT

A LITTLE EXTRA /GOLD
PLATING DOES NOT HURT

IF POSSIBLE DO THE
PROOF OF PERFORMANCE
IN PERSON AND ASK THEM
TO RETURN!

CONCLUSIVE PROOF OF
PERFORMANCE OF THE
EVENT WITH METRICS AND
DELIVERABLES

CONCLUSION N/// QUESTIONS ?

START EARLY

KNOW YOUR AUDIENCE

THINK LIKE A SPONSOR

ASK THE HARD QUESTIONS

BUILD RELATIONSHIPS

PROPOSAL

AGREEMENT

FOLLOW UP

PROOF OF PERFORMANCE

LET'S DO THIS!

PICK A FESTIVAL

COME UP WITH FIVE TYPES OF BUSINESSES THAT YOU BELIEVE WOULD BE A GOOD FIT FOR THAT FESTIVAL.

WHERE CAN YOU FIND SPONSORS FOR YOUR EVENT?

HOW WOULD YOU FIND THE CONTACT PERSON AT THIS ORGANIZATION?



PLACE ME IN YOUR
CONTACTS
I AM HERE TO HELP YOU!

THREE QUESTIONS:

WHAT DID YOU LIKE?

WHAT DID YOU NOT LIKE?

ONE "NUGGET" TO
TRANSFORM THE WAY YOU
DO YOUR SPONSORSHIPS!

TESTIMONIAL- 😊

