



DESPERATELY SEEKING  
SPONSORSHIPS

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*

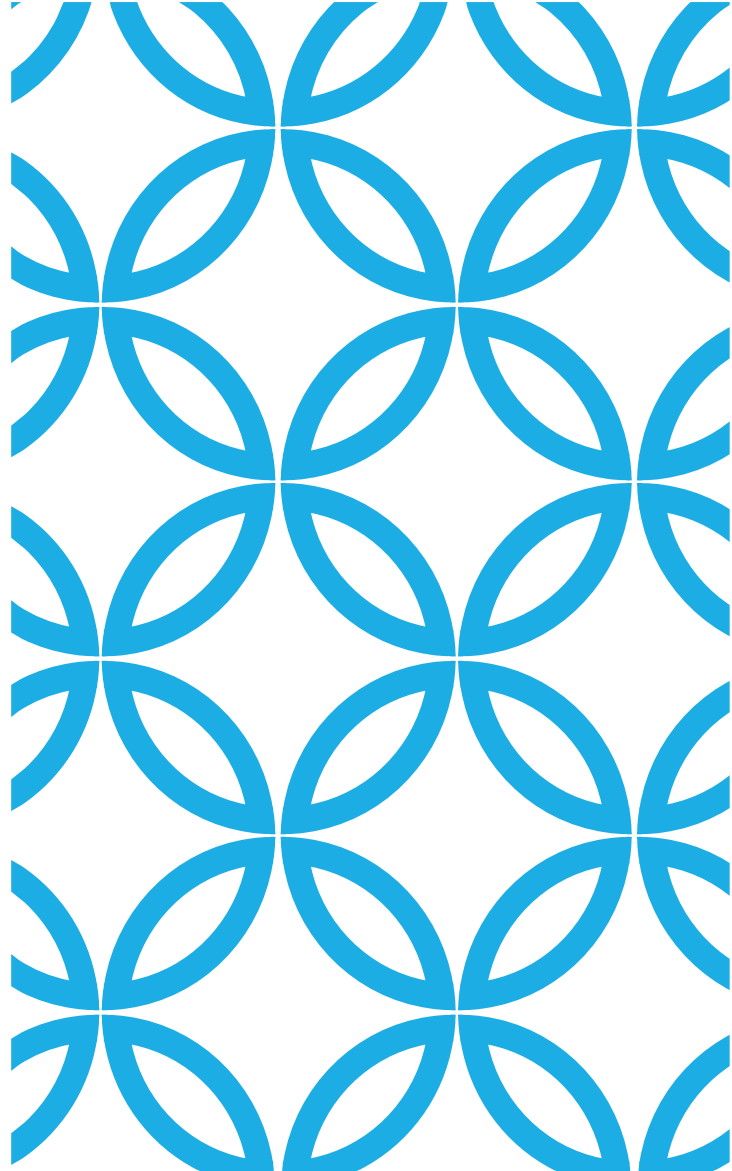
### **Who Am I?**

- ❖ ***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***





**SHOW  
ME THE  
MONEY!**



# LET'S BEGIN THE PROCESS

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Where Do you Start with your Sponsorships?

# GREEN CACTUS. TERESA STAS SELL YOUR EVENT WORKBOOK

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## WE ASKED DECISION MAKERS...

Assume you are learning about an event for the very first time and you are trying to gauge your interest in sponsoring the event. Please choose the three most important pieces of information you expect to see in the initial introduction [deck](#)?

## THEY ANSWERED...

1

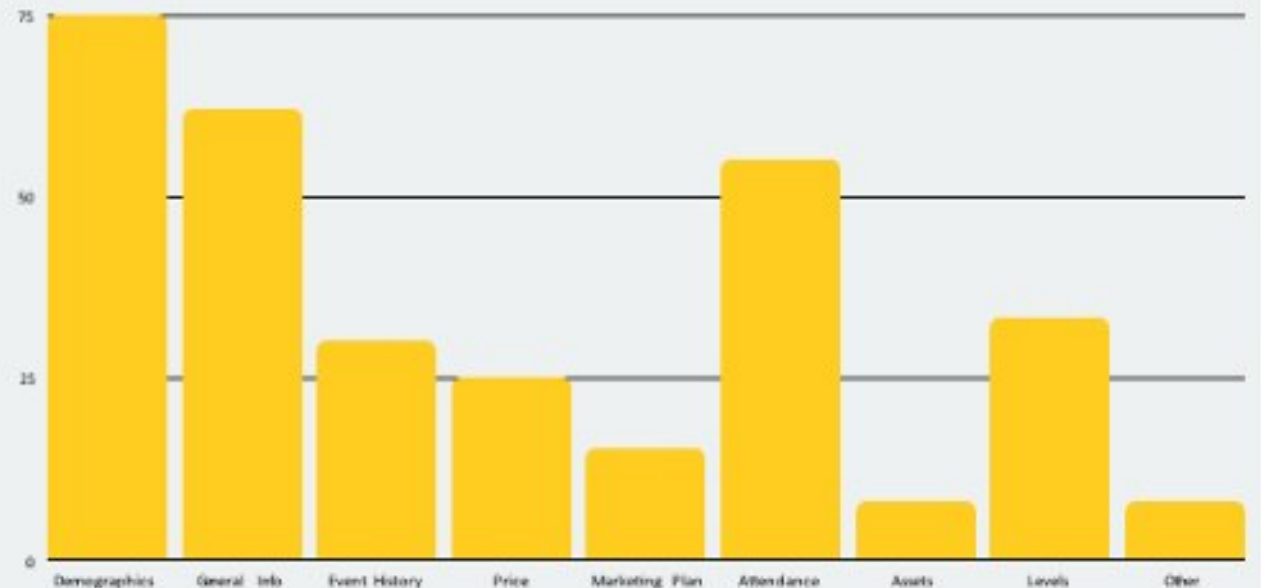
Demographics

2

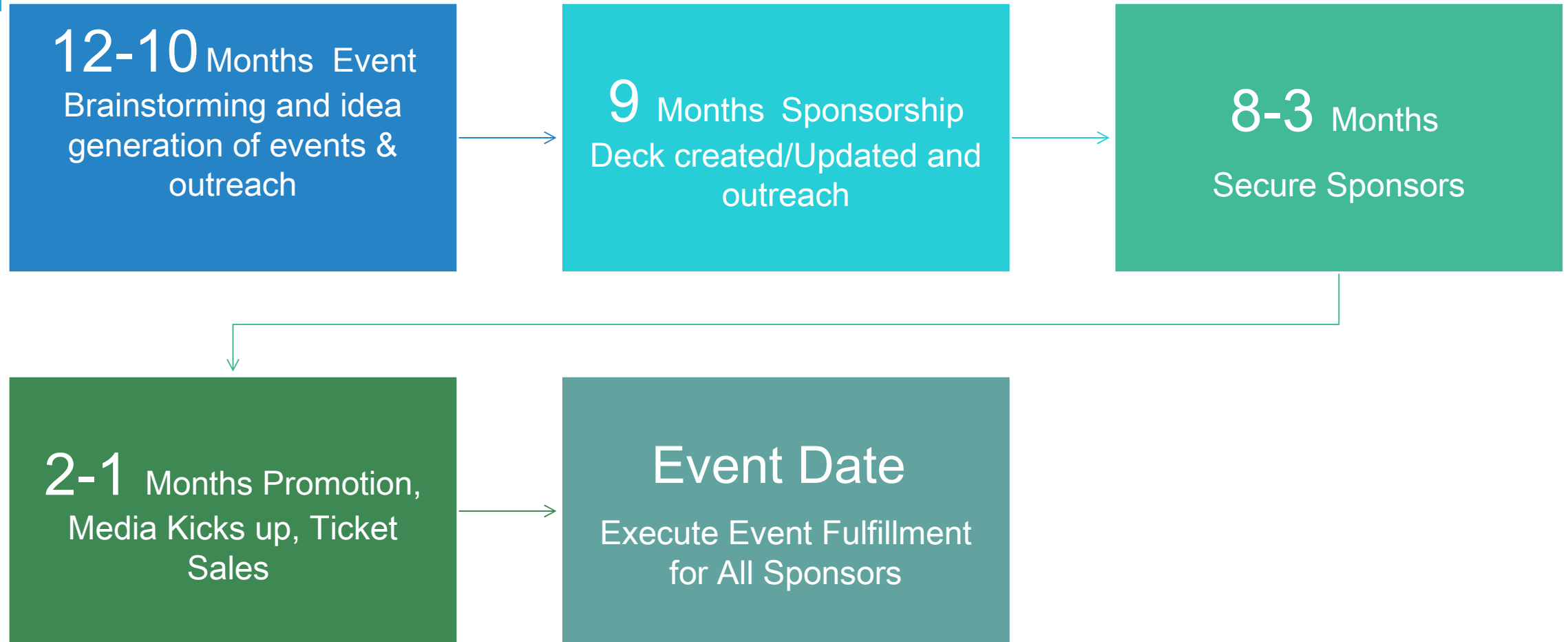
General Info

3

Attendance



# START EARLY!



TO FIND YOUR  
SPONSORS

YOU HAVE TO KNOW  
YOUR AUDIENCE

USING YOUR  
AUDIENCE DATA TO  
GUIDE YOU:

Make sure your audience is a  
match for your prospective  
sponsor.



Chandler Thinks Chandlerthinks | Franklin, TN



Touch Poll South Florida

<https://www.touchpollsofla.com/>



- 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!



## 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 DO SPONSORS WANT?

BRAND BENEFITS TO HELP  
THEM WITH THEIR GOALS IN  
EXCHANGE FOR THEIR  
MONEY  
PRODUCTS  
OR  
SERVICES!

# WHAT DO YOU HAVE TO OFFER

WHAT IS IN YOUR BENEFITS BAG?



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!*

# THE SPONSORSHIP PROCESS

*Teresa Stas : Sell Your Event  
Book*

G  
( [www.greencactusca.com](http://www.greencactusca.com))



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# INTRODUCTION

**N**: 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



**Our 9<sup>th</sup> Year of Un-Bear-able Fun in Eastern NC!**



**Regional & Statewide Award Winning Festival**

FREE ADMISSION  
FREE PARKING

North Carolina Southeastern Region of the United States

**Partnership Activities**

Hear-by a snap shot of 30+ activities

- Colored Black Bear Tents
- Lazy Bear River tubing on the Roanoke
- Reflections on the Roanoke (Largest Wood Sculpture Festival in the World in Southern NC)
- Only Bear Street by Cooper
- Main stage with lots of Music genres
- Run with the Bears 5K
- Black Bear Theater
- Pigeon Beer Classic Car Show
- Pheasant Hunt (Hike on NCS Wildlife)
- Trolleyed Hike in Roanoke Park
- Food & Craft Festival
- Army Guides (Hike & Hiking) Trails
- NCS Brewery's Live
- And Much More we can't list by name it all

**Media & Advertising Opportunities:**

- Corporate logos on T-shirts
- VIP Boxes
- Corporate gathering
- Make the whole stage yours!
- VIP Booth 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 goals and branding goals and objectives
- Custom Photo Booths Available
- Logo on electronic Festival 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  
597  
161  
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](http://www.NCBearFest.com)  
252-793-6627  
info@NCBearFest.com



**NC BLACK BEAR FESTIVAL**  
PLYMOUTH, NC

*The Wildly Successful*  
9<sup>th</sup> Annual  
NORTH CAROLINA  
**BLACK BEAR FESTIVAL**

[ncbearfest.com](http://ncbearfest.com)

**June 3, 2023**  
Plymouth, North Carolina

**INTRODUCTION DECK  
THE COMBINATION OF YOUR ASSETS  
& AUDIENCE INFORMATION**

**BEFORE  
THE  
PROPOSAL**



THE CALL



# ASK DISCOVERY QUESTIONS THIS SHOULD HAPPEN BEFORE THE PROPOSAL FIRST MEETING SHOULD NOT BE A PITCH MEETING *WHAT SHOULD YOU ASK?*

- What are your marketing Goals?
- What are your expectations?
- How do you measure Success?
- Who is YOUR target audience?
- What is in your budget to spend on marketing and events?
- Target Market?
- How do you typically advertise?
- How do you measure success?
- How is your marketing spend going?
- Invite Objectives



# 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*

Ask not what sponsors can do for you



But what you can do for your sponsors

# 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

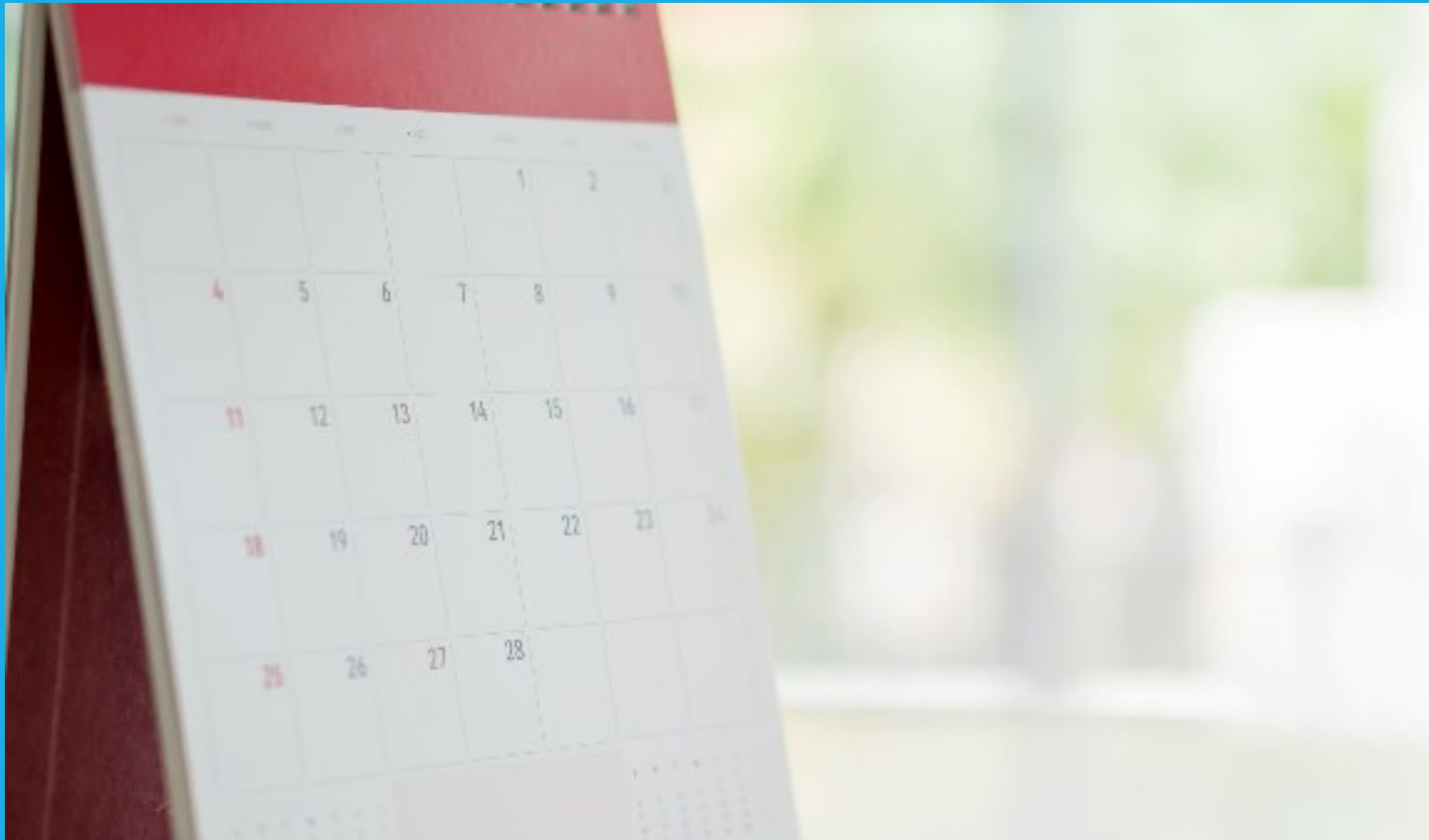
## PRESENTING SPONSORSHIP





## BUILD RELATIONSHIPS DURING THE NEGOTIATION

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



FOLLOW UP

PROPOSAL  
AFTER

2-3 DAYS OF  
MEETING

MOST SALES  
ARE MADE IN  
THE

5<sup>TH</sup>-6<sup>TH</sup> DAY  
AFTER MEETING

# 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

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 //// QUESTIONS ?

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START EARLY

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KNOW YOUR AUDIENCE

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THINK LIKE A SPONSOR

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ASK THE HARD QUESTIONS

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BUILD RELATIONSHIPS

---

PROPOSAL

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AGREEMENT

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FOLLOW UP

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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?





THE SPONSORSHIP  
— COLLECTIVE —

WHERE DO YOU FIND SPONSORS

MAKE SURE YOU'RE VENT IS OUT THERE FOR SPONSORS  
TO FIND YOU!

winmo



EVENTHUB EventHub

WINMO [HTTPS://WWW.WINMO.COM/](https://www.winmo.com/)

THE SPONSORSHIP COLLECTIVE [HTTPS://SPONSORSHIPCOLLECTIVE.COM/](https://sponsorshipcollective.com/)



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

# 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