



HOW TO SET UP YOUR SPONSORSHIP

A Step by Step Guide for New

INTRO DECK

Event & Festival Planners

February 2025



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***
- ❖ ***Sharing all I know and have learned with others to help them be successful!***



Scan for exclusive

tips and news:



*Grow your event
and Sponsors
One step at a time*



WHAT YOU WILL LEARN TODAY

What are
sponsorships

Why we have
sponsorships

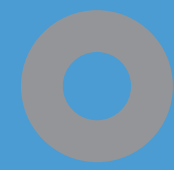
Intro Deck is NOT a
Sponsorship Deck

How to Design a great
Sponsorship Intro Deck
and more!



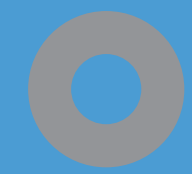
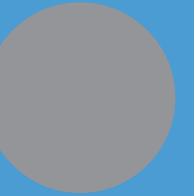
WHAT IS SPONSORSHIP?

A STRATEGIC PARTNERSHIP BETWEEN AN EVENT ORGANIZER AND A BUSINESS OR ORGANIZATION, WHERE THE SPONSOR PROVIDES FINANCIAL OR IN-KIND SUPPORT IN EXCHANGE FOR BRAND EXPOSURE, MARKETING BENEFITS, AND ENGAGEMENT OPPORTUNITIES WITH THE EVENT'S AUDIENCE. Unlike traditional advertising, sponsorship is a mutually beneficial relationship that enhances the event's success while helping sponsors achieve specific objectives



WHAT DO SPONSORS

**WANT?
brand benefits to help
them with their goals
in exchange for their
money products or
services**

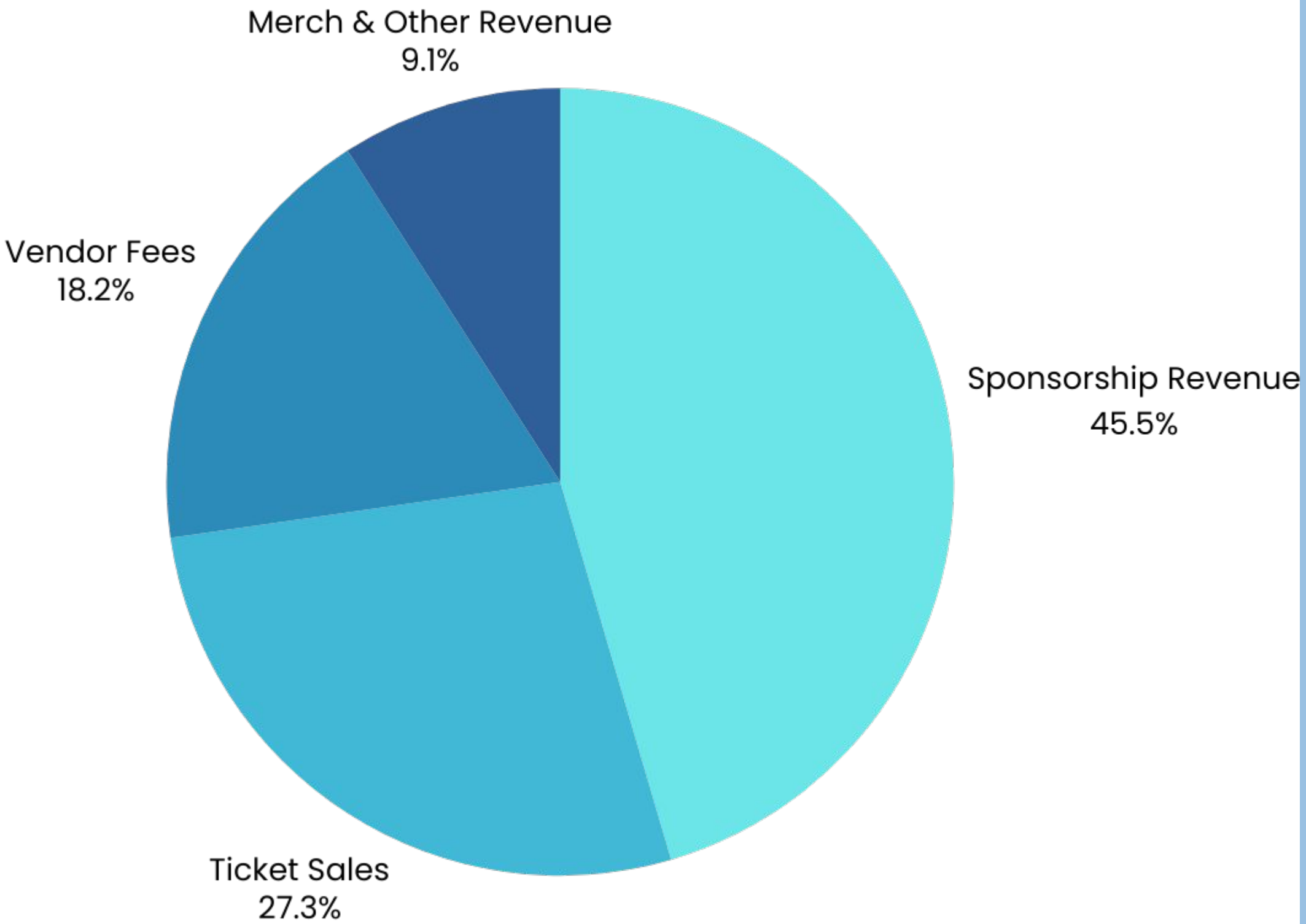


WHY SPONSORSHIP MATTERS

HELPS your event!

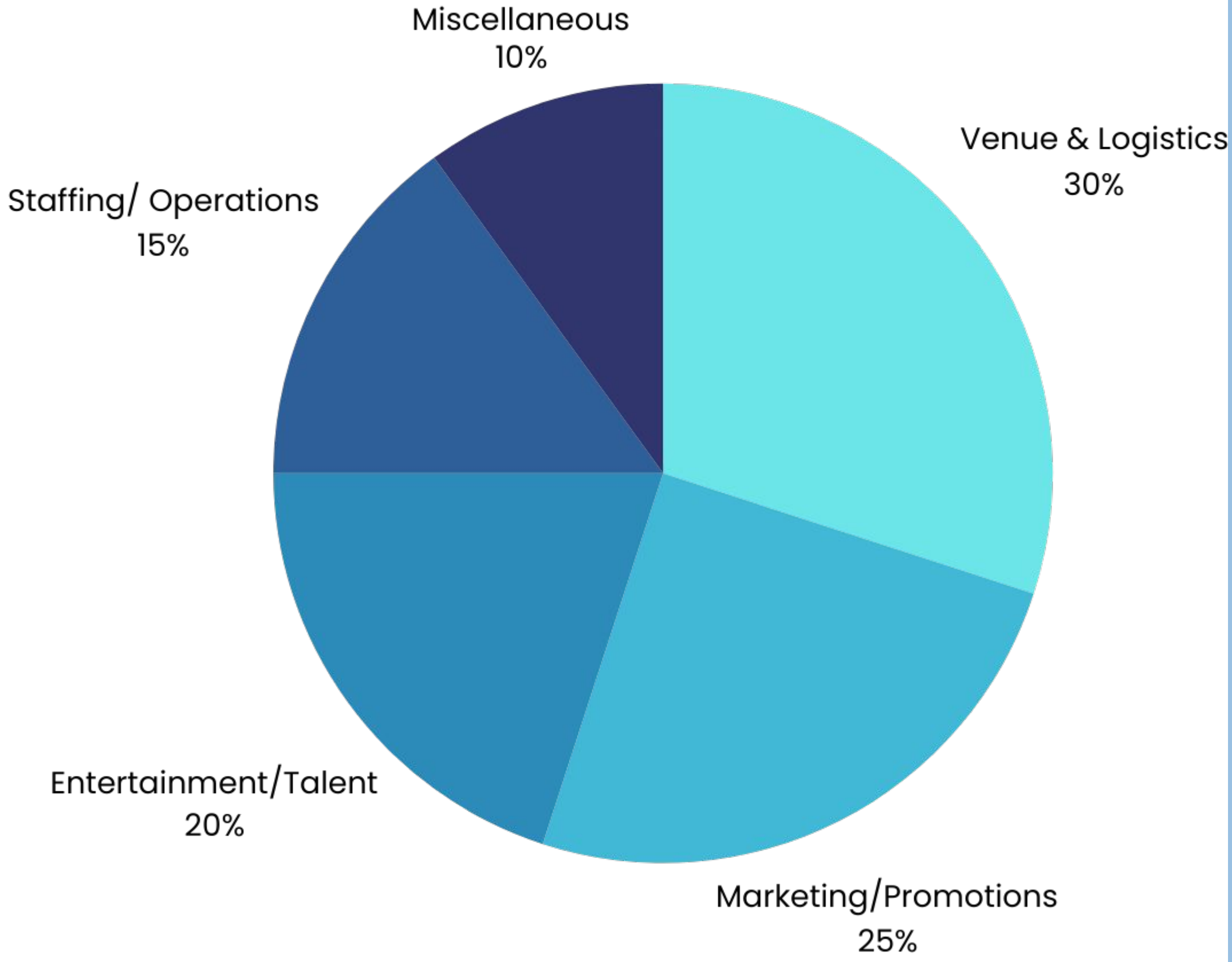
- **Covers Costs**
- **Can elevate your event**
- **Sets your event up for success!**





Financial Impacts of Sponsorship

\$ Budget Income Breakdown



How Sponsorships Cover Event Costs



BEFORE YOU PRICE YOUR SPONSORSHIPS

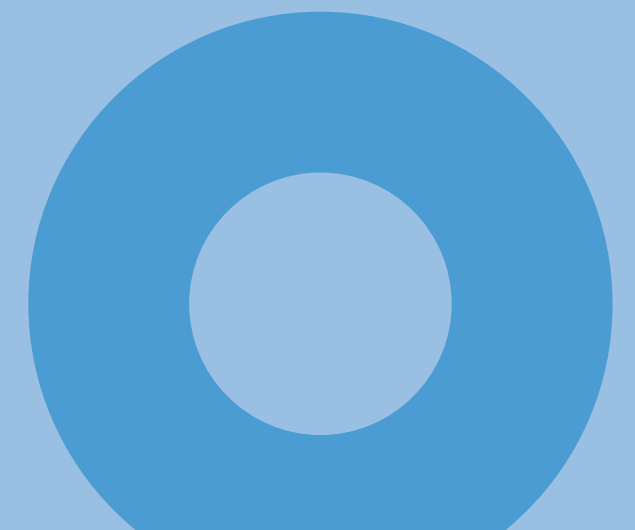
YOU NEED TO DEFINE WHAT MAKES YOUR EVENT VALUABLE ASSETS:

An Asset is your product or inventory



- **Naming Rights to Event**
- **Booth or Activation Space**
- **Digital Marketing**
- **Presenting Rights to Event**
- **Programs, flyers, registration**
- **Traditional Marketing bags or giveaways**
- **Stage Naming Rights**
- **Onsite Signage Opportunities**
- **Event Collateral**
- **Gathering Place Naming Rights**
- **Sampling Opportunities**
- **Event Tickets**
- **Kids Zone Naming Rights**
- **Category Exclusivity**
- **VIP Experiences**
- **Building or Location Naming Rights**
- **Email or Social Media**
- **Product Sales or Displays**

let's
get started



sample

ASSET LIST

sellyourevent.com

Category	Asset	Inventory	Hard Cost
Naming Rights	Event Naming Rights	1	\$0
Naming Rights	Main Stage Naming Rights	1	\$1000 for Stage Banner
Naming Rights	Second Stage Naming Rights	1	\$500 for Stage Banner
Naming Rights	Kids Zone Naming Rights	1	\$200 to Build Sign
Onsite	10 x 10 Booth Space	30	\$50 for Power & Setup
Onsite	20 x 20 Booth Space	10	\$50 for Power & Setup
Onsite	Welcome Banner Logo Inclusion	2	\$0
Onsite	Special Activation Space	<u>Depends</u>	<u>Depends</u>
Digital Marketing	Facebook VIP Ticket Contest Giveaway	1	\$0
Digital Marketing	Facebook & Instagram Posts Promoting Sponsor Advertising Content	2/per month	\$0
Digital Marketing	Email Blast To Database That Includes Sponsor Advertising Content	1/per month	\$0
Marketing	Inclusion in 2 Billboards	2	\$0
Marketing	Tagged in 200 Radio Ads	2	\$0
Onsite Marketing	Advertising Inclusion In The Program 1/2 Page Advertisement	10	\$20 for Printing
Onsite Marketing	Advertising Inclusion In The Program Inside Cover & Back Cover (Full Page)	2	\$20 for Printing
Onsite Marketing	Big Screen Second Ads	5/per day	\$0

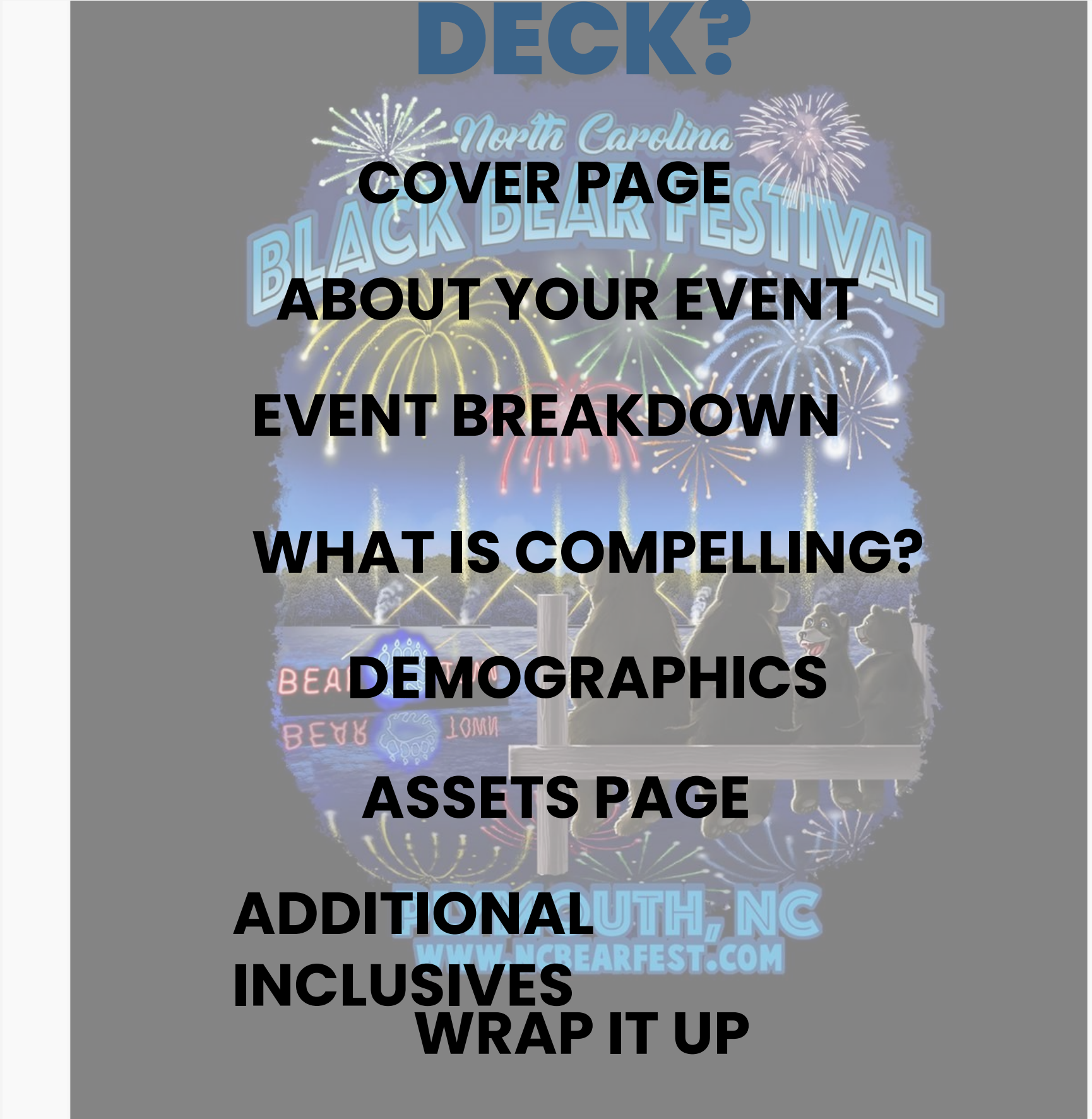


WHY AN INTRO DECK?

FIRST VISUAL CONNECTION BETWEEN THE PROSPECT AND YOUR EVENT

You only have one opportunity to make a first impression

WHAT'S IN YOUR DECK?



- COVER PAGE**
- ABOUT YOUR EVENT**
- EVENT BREAKDOWN**
- WHAT IS COMPELLING?**
- DEMOGRAPHICS**
- ASSETS PAGE**
- ADDITIONAL INCLUSIVES**
- WRAP IT UP**

DEMOGRAPHICS



15,000
Attendees



67% Female
33% Male



72% Have A
College Degree



\$85,000
Avg. Household Income



Top Markets

- Seattle, Washington
- Tacoma, Washington
- Portland, Oregon
- Vancouver, Washington
- Beaverton, Oregon
- Boise, Idaho

demographics

compelling



\$1,000,000+ Donated To Local Charities	15,000 Attendees
\$120 \$50 3-Day GA Camping	18TH Annual XYZ Festival July 1 - 3, 2010
Ticket Price Tickets Available At XYZFestival.com	

THE LINEUP

MONICA J.
Friday Headliner



MIKE RUIZ
Saturday Headliner



STACY HERRERA
Sunday Headliner



\$250,000

Advertising Budget

100^K

Facebook Likes

85%

Patrons Return Each Year

40^K

Email Database

additional inclusives



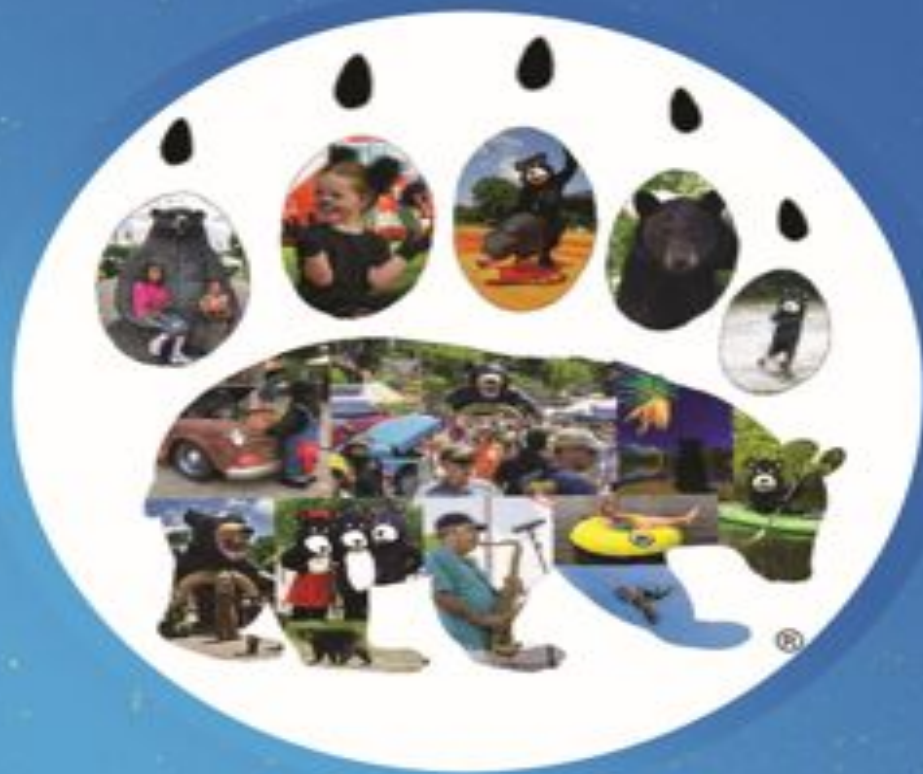
Testimonial



Assets & Wrap Up



**YOU CAN FIND ON CANVA
COPY OF AN INTRO DECK
TEMPLATE**



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



CONTACT US AT:

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Info@NCBearFest.com



The Wildly Successful

9th Annual
NORTH CAROLINA
BLACK BEAR FESTIVAL

ncbearfest.com

June 3, 2023
Plymouth, North Carolina




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

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



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!



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!





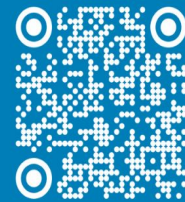
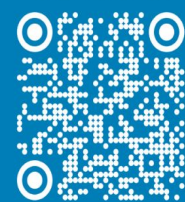
Media Advertising Opportunities

- ✔ Corporate logos on BloominBBQ.com
- ✔ Corporate logos on printed festival materials
- ✔ Opportunities for Business Mentions in Radio Ads
- ✔ Opportunities to sponsor standalone events and activities (stages, food week, contests, & more)
- ✔ Database Gathering
- ✔ Logo Placement On Event Signage
- ✔ Premium Marketing & Activation Spaces to reach attendees
- ✔ Custom Activations Available
- ✔ Digital Opportunities for Giveaways & Announcements



Bloomin' BBQ Event Promo

BloominBBQ.com



SEVIERVILLE

CHAMBER OF COMMERCE

\$100k Budget for Acts/Entertainment



40+ Live Performances



\$30,000 in Event Marketing



Kansas City Barbeque Society State Championship Cookoff

Major Sponsors



WVLT8 GRAPHIC CREATIONS

500k+ Followers Across All Socials



30+ Cook Teams



\$16,000+ in Cash Prizes for BBQ Winners



FREE Admission & Concerts



Over 30,000 Event Attendees



3.6 People Per Party



\$160 Avg. Spend Per Party



60% Out-of-Town 40% Local

2025 Entertainment Lineup

LARRY FLEET
STEEP JASON SCOTT
CANYON THE HIGH HEAT
RANGERS EVERETTE
FIRESIDE COLLECTIVE
WILDMANS CALAMITY JANE

Regional & International Award Winning Festival



WANT MORE SPONSORS?

THE CONCLUSION

Sponsorships can help offset your expenses and help give your event credibility.

An **INTRO DECK** is your first impression to a potential Sponsor and a **POWERFUL TOOL** to build better sponsorships!

Refer to the list of what to include in your **INTRO DECK**



Grow your event
and sponsors one
step at a time.

Scan for exclusive
tips and news:



Stephanie McIntyre, CFEE





THANK YOU

IT HAS BEEN AN HONOR SERVING AS YOUR
EDUCATION SESSION LEADER TODAY!

ANY QUESTIONS?