

INFUSE & ELEVATE

HOW TO SEAMLESSLY INTEGRATE
SPONSORS INTO YOUR FESTIVAL



Stair
Events & S
— CONSU



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!***



**Looking to secure
sponsors?**

We can help!

**Sign up here to
receive this
presentation &
join my email list!**



OUTLINE FOR SUCCESS OF INTEGRATIONS

WHAT Is INTEGRATION?

WHY is INTEGRATION of Sponsors
important to your event?

EXAMPLES of Sponsor
INTEGRATION

HOW to INTEGRATE Sponsors into
your Event



INTEGRATION

creating a partnership that feels natural, provides mutual benefit, and enhances the overall experience for both attendees and sponsors.





REAL RELATIONSHIPS GET REAL
RESULTS...
SPONSORSHIPS ARE
RELATIONSHIPS!

**Sponsors are
partners, Not
funders!**

Are your
sponsors like
your friends?





WHY SPONSOR INTEGRATION MATTERS

Increased ROI (Return
on Investment)

Audience
Engagement

Long Term
Partnerships

Know Your Audience / Know Your Sponsors

SPONSORSHIP ACTIVATION ALIGNING GOALS FOR SPONSORS & ATTENDEES



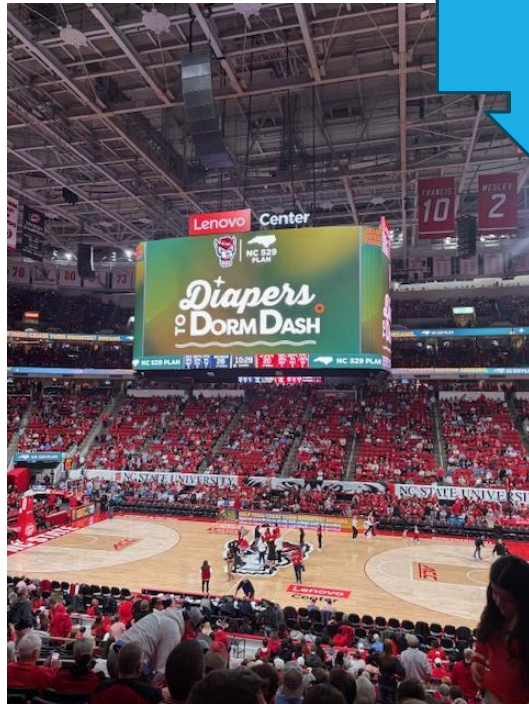
@staircaseconsult.com





CORPORATE ON-SITE ACTIVATIONS

NC STATE GAME



FESTIVAL



Local Business

District Level of Business

Marketing Agency

Group in agency that handles the corporation

Team that brings the Activation

Team that executes the activation

WORKING WITH CORPORATE ACTIVATIONS





A CHEF'S KISS NC DEPARTMENT OF AGRICULTURE SEAFOOD DIVISION AND COOKING WITH THE CHEFS TENT



From the Relationship and Discussions:

Vendors selling NC Seafood in their booths

NC Products that complimented Seafood –

- Breeding-Moss
- Sauces –Texas Pete
- Spices-Carolina Cooker
- Wines-NC

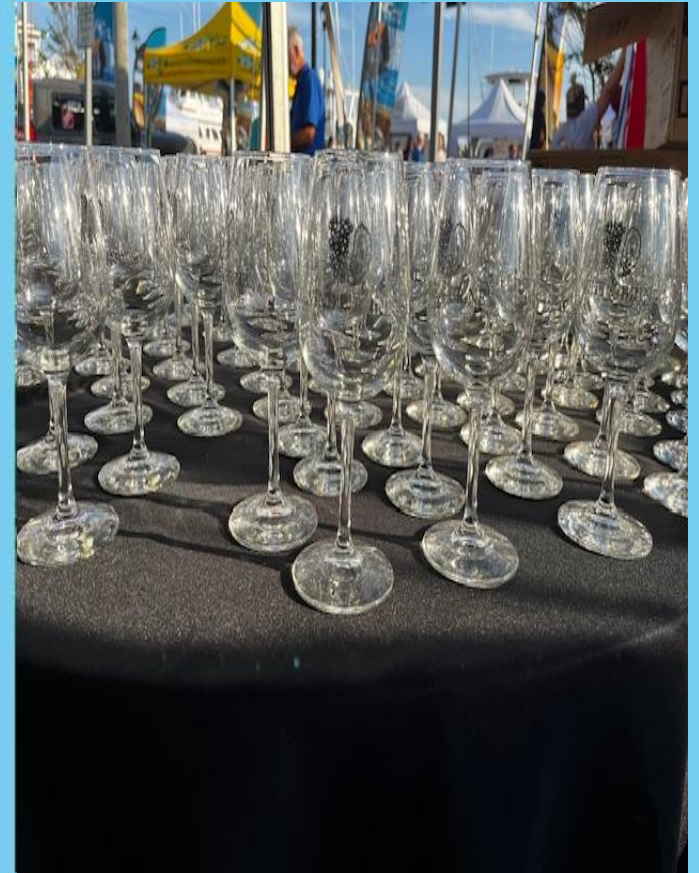
Musician for Main Stage

UNC/Duke, NC State - Division of Marine Fisheries

Wine & Brine

Chefs Boxes (covid)

Relationships with Top Chefs all over NC





CREATIVE ACTIVATION IDEAS

What is one
creative
activation idea
you have seen or
used?



HOW TO DESIGN A CUSTOM ACTIVATION: THE BREAKDOWN

- ❖ Make sure your Audience and Sponsor Goals Align.
- ❖ What is the Sponsor Thinking/Wanting/Dreaming?
- ❖ What is the investment of the sponsor?
- ❖ Examine your capabilities to create the activation:
 - Financially?
 - Task Force?
 - Time?
- ❖ Create the Activation with Sponsor and Marketing Team
- ❖ Place deliverables into the Contract
- ❖ Execute

CUSTOMIZED SPONSORSHIPS TAKE TIME-
BUT THE REWARDS ARE HUGE!

IF YOU FAIL
TO PLAN

YOU PLAN
TO FAIL!



Sponsors are partners, not just funders. Build year-round relationships.



PreEvent: Meetings, Customization, Pre event Spotlight



During: VIP experiences, On Site Branding, Facilitated Networking



Post Event: Thank you, Impact Report, Feedback, Keep In touch

Ask not what sponsors can do for you



But what you can do for your sponsors



Let the Numbers Tell the Story!

Sponsor Impact Report/Proof Of Performance

Key Impressions

Engagements

Leads

Sponsorship Impact Report

The Inaugural Santa Run was a tremendous success because of your support! Thank you for believing in this event, the smiles, memories and fun that were made that morning will last a lifetime! We hope that you will consider supporting the kids again in 2025!

1 WHAT A DAY!
December 7th @ 8:00 am
5K FUN RUN / WALK
50 YD HENDERS DASH
Atlantic Beach City, Atlantic Beach, NC

2 OUR RUNNERS, WALKERS & DASHERS
65 registered participants
Male: 35
Female: 49
Age Range: 8-80 years old
100 Logo T-shirts distributed to participants and volunteers

3 LEVEL OF SPONSORSHIP DELIVERED
\$1500 The Big Shuffer
Both Spots Available/Not Utilized
Prominent Banner Placement
Social Media Promotion
Listing on Website - <https://www.carterskids.org/>

4 TOTAL AMOUNT RAISED WITH YOUR HELP!
\$20,000

5 WHERE DOES THE MONEY GO?
These funds help to support our overall mission at Carters Partnership for Children which is to inspire, support, and advocate for young children and their families in areas including health, education, and childcare. Your support is so important in helping the children in our county! From the bottom of Santa's Gift Bag We Thank you!

Julie Rogers, Executive Director | jrogers@carterskids.org | 252-727-0440



...e is how our fans look:

...dees

Social Media

Avg. Age: attendees

g. Age: attendees

Age: 25-34 years old

sehold Income: \$75K

d Full time/Married/Families

13,542 likes

997

102

New platform to n

Our fans come from all over N

and 25 other states to visit o

Having trouble securing sponsors?

Let us help you!

**Sign up here to receive this presentation
& receive a monthly newsletter with trends and tips on
where and how to get sponsors for your event!**



THANK YOU!
I HAVE ENJOYED
SERVING AS YOUR
EDUCATION SESSION
LEADER TODAY
QUESTIONS?

