



Sponsorships for Crowdfunding & Beyond

Part 1

Presented by
A.J. Steinberg, CFRE



About your presenter: A.J. Steinberg, CFRE



- I have been a professional event producer since 1999 specializing in nonprofit events
- I have produced over 100 successful events over the past two decades and raised millions of dollars for my clients
- In 2015 I started Queen Bee Fundraising to help nonprofits everywhere, no matter their size, create profitable and engaging events



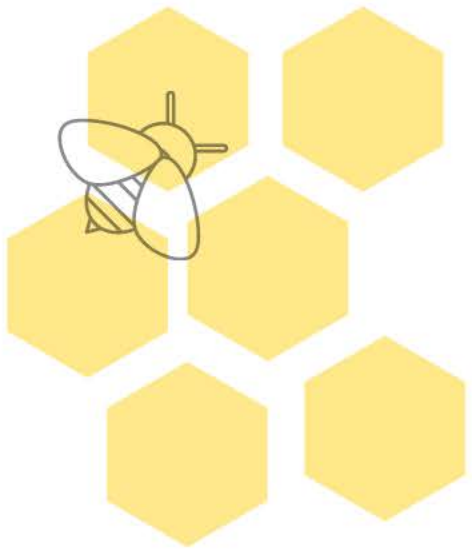


Part 1

What we'll be covering:

1. The myth of sponsorship dollars
2. How to speak a sponsor's language
3. Creating valuable sponsorship packages
4. Creating your SWOT analysis





Section 1:

The Myth of Sponsorship Dollars



The Top 3 Myths



Myth 1:

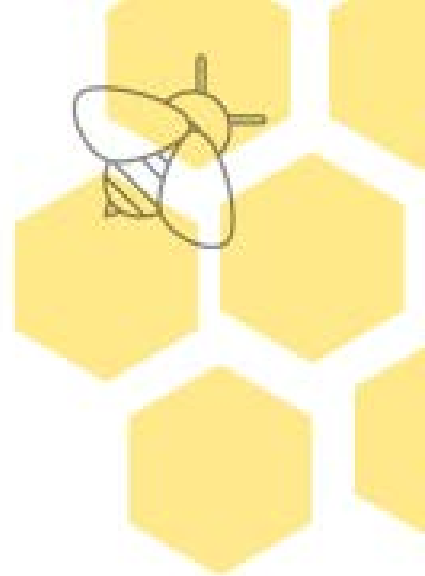
They should support us because of our mission

Myth 2:

They sponsored similar events so they should sponsor ours

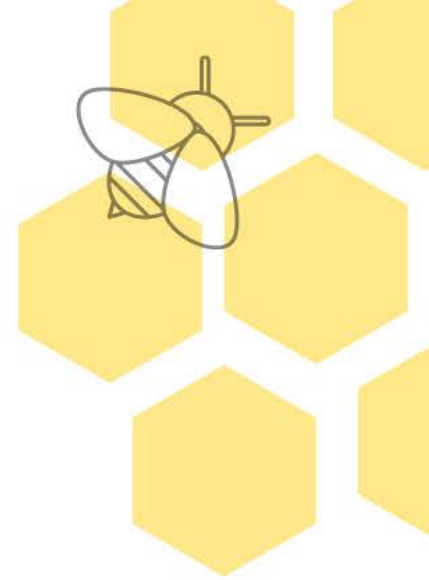
Myth 3:

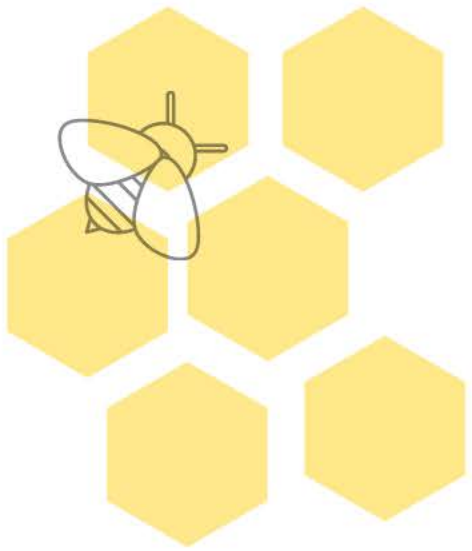
The bigger the sponsorship, the more tickets



Fact:

Sponsorship dollars are
marketing dollars





- Sponsorships are from **BUSINESSES**
- Businesses don't have feelings
- They look for R.O.I.
- A sponsorship is a business transaction

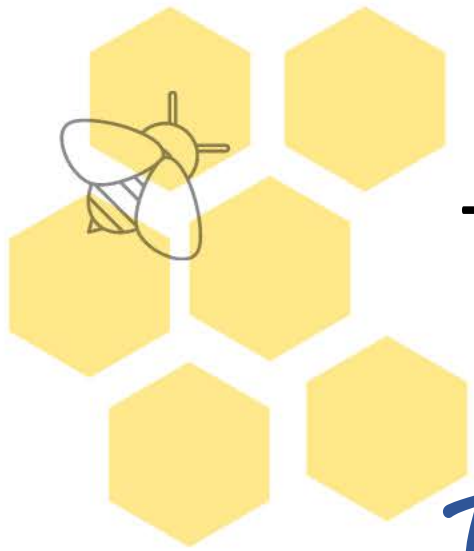


5 reasons companies sponsor nonprofit events:

1. Relationship building and maintenance
2. Public perception of altruism
3. Positive association (whitewashing)
4. Reaching a target audience
5. Sales potential



This is different than a member or supporter sponsoring your event



They want to know...

Are you a good investment?

- How many touches and views
- How long the duration of exposure
- Will they hit their target market



It is up to you
to make your case
for why your event is a
GOOD INVESTMENT

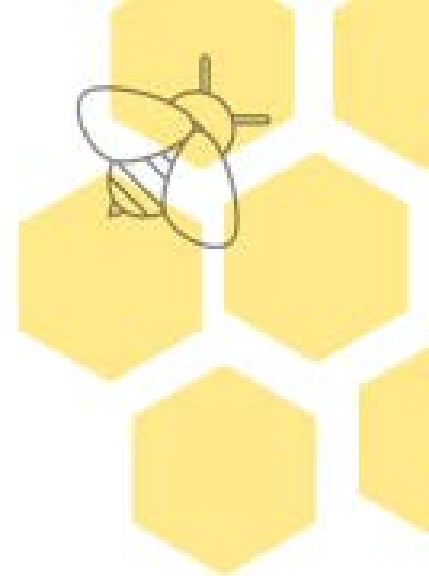




Section 2: How to Speak a Sponsor's Language



Remember..
sponsor dollars are
marketing dollars!





You need to think like a Marketing Pro

Definition of Marketing: *The process or technique of promoting, selling, and distributing a product or service*

Your product is your **event or organization**

A marketing pro thinks like this -

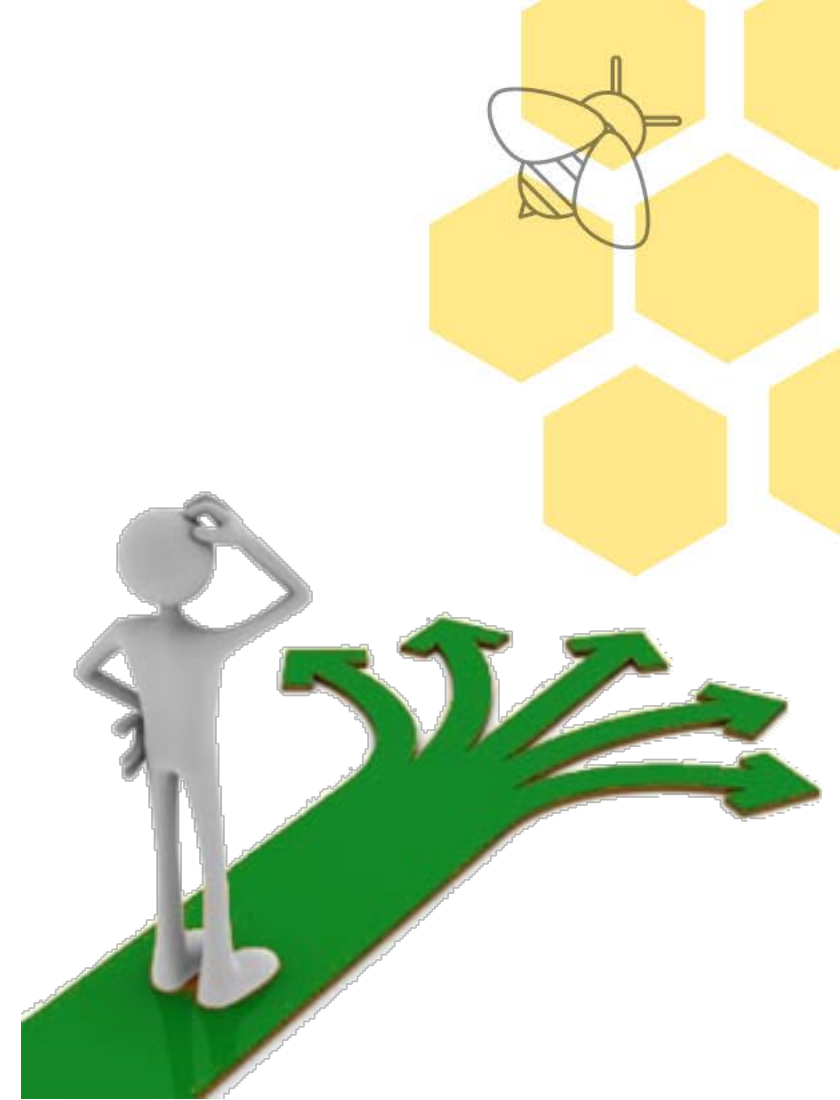
1. How many touches and views will my sponsorship receive
2. How long is the duration of my sponsor exposure
3. Will this sponsorship be hitting my target market
4. Will this drive business to my store or online platform
5. Will my brand benefit from this affiliation



When creating sponsor packages

Change Your Thinking

- It isn't about getting their money
- It is about what **you have to offer them**
- It is about what they need and want
- Be creative
- Don't undersell your sponsorship value!



How many touches and views will my sponsorship receive?

GUESS
how
MANY?

This:

Your logo will be seen by 300 guests at our event.

Or This:

Your company name and logo will be viewed over 10,000 times by loyal supporters through email blasts and social media posts over a span of six months. At the event, your company name and logo will be integrated through signage, a digital sponsor loop and a tabling opportunity during the cocktail portion of the event.

Don't undersell your organization or event!!!



How long is the duration of my sponsor exposure?

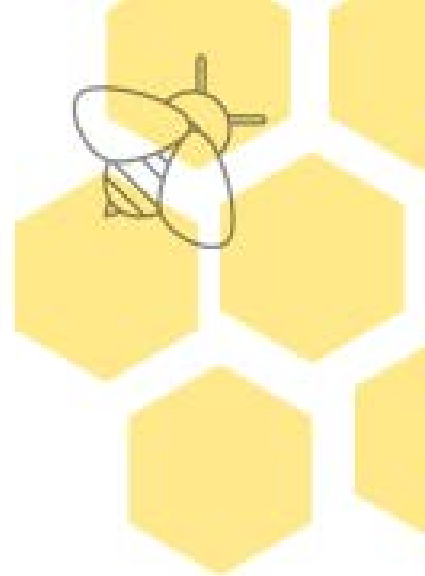
- Ideally 6 months or more
- Include the time span before your event
- Include the time span after your event



Will this sponsorship be hitting my target market?

Do some research on your demographics

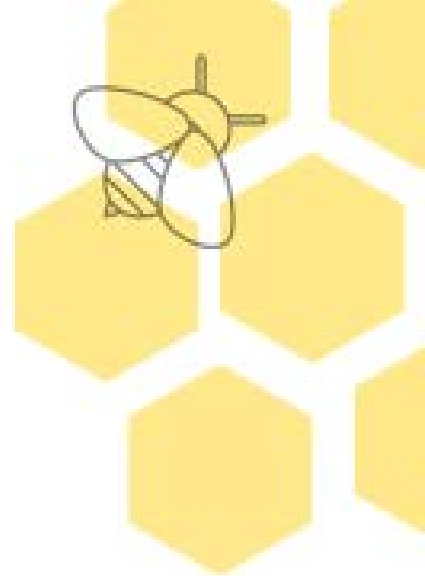
- Ages
- Genders
- Children vs. no children
- Estimated income
- Geographical locations
- Interests



Will this drive business to my store or online platform?

Find ways to help bring them customers

- Coupons & digital coupons
- Sales on site
- Redemptions
- Speaking opportunities
- Blogging opportunities
- **SEND PEOPLE TO THEM!**



Will my brand benefit from this affiliation?

- Is your mission a good fit
- Is your demographic a good fit
- How can you promote them



Think like a Marketing Pro

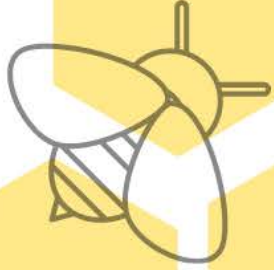
The words you use have power

This: Join us on May 9th at the Catalina Club for a benefit concert with Grammy-award winner Arturo Sandoval

Or this: Join us on May 9th at the famed Catalina Club as we celebrate the hot nights and cool jazz of Cuba. On this very special evening, guests will feel transported to that magical island as they are treated to small-batch artisan rum tastings, a master Cuban cigar roller, professional salsa dance lessons, authentic Cuban cuisine and a very special concert with legendary Grammy-winning jazz musician Arturo Sandoval

The event won't sell itself...YOU need to set it up for SUCCESS!





Section 3: Creating Valuable Sponsorship Packages



What are they looking for?

- Marketing value
- Sales value
- Face-to-face value
- ~~• Tickets and tables~~

Ask them what they want to achieve!
Give them choices!





Four types of sponsorships

- Regular monetary sponsorship
- In-kind sponsorship
- Underwriting sponsorship
- Volunteer teams



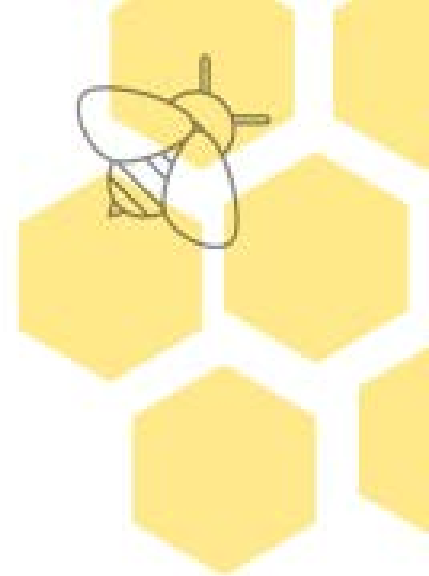
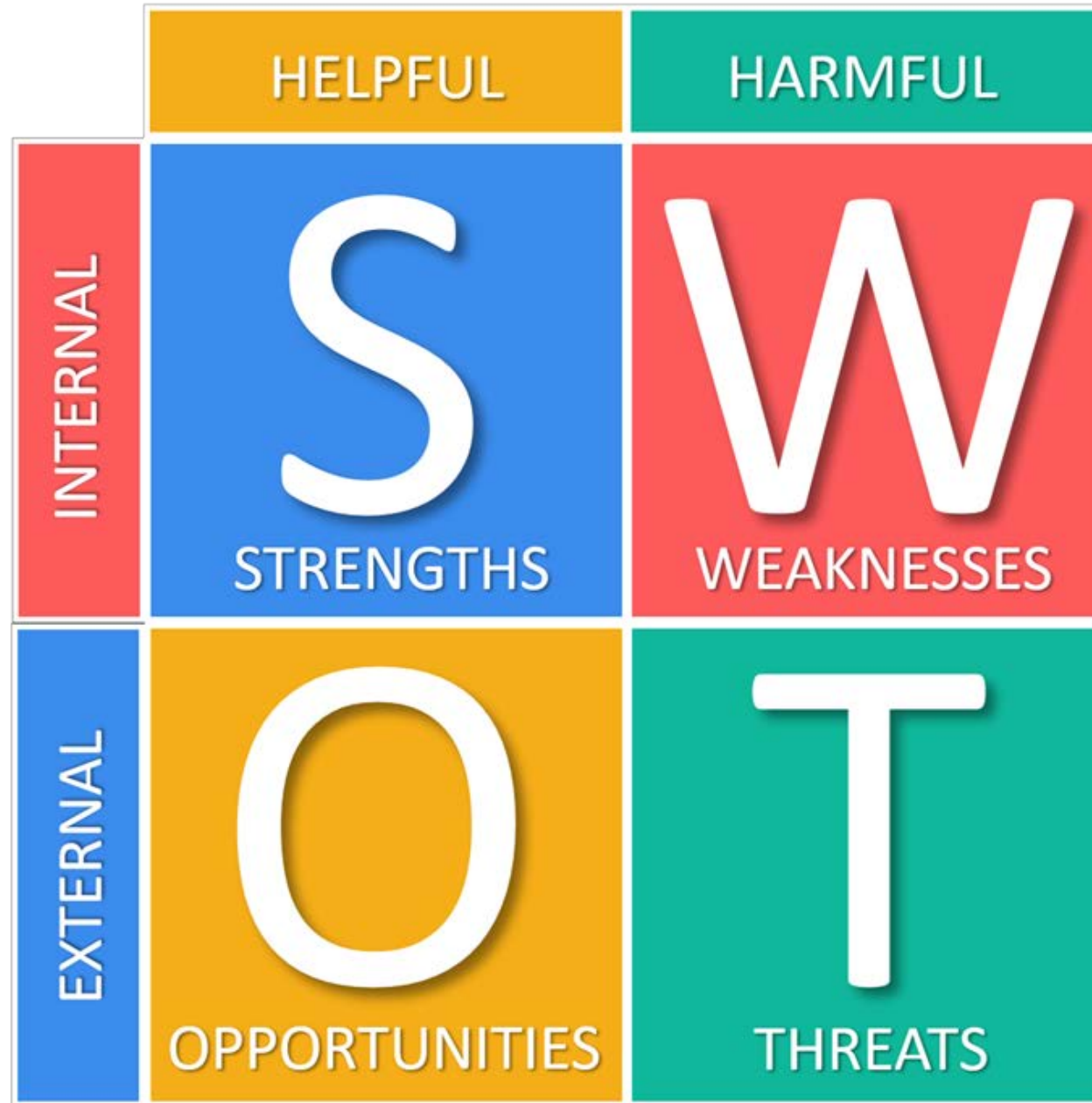
What assets does your event offer?

Remember the 5 reasons businesses are interested in sponsorships

1. Relationship building and maintenance
2. Public perception of altruism
3. Positive association (whitewashing)
4. Reaching a target audience
5. Sales potential



sponsor



2. Public Perception of Altruism

What they want

- Want to appear to care about community
- Want to appear nice and trustworthy
- A boost in your supporters' esteem



3. Positive Association (whitewashing)

What they want

- Reputation scrubbing



4. Reaching a Target Market

What they want

- Future clients and sales
- Introduce a new product to folks
- Get their product known by right folks
- Receive the “feel good glow” from event

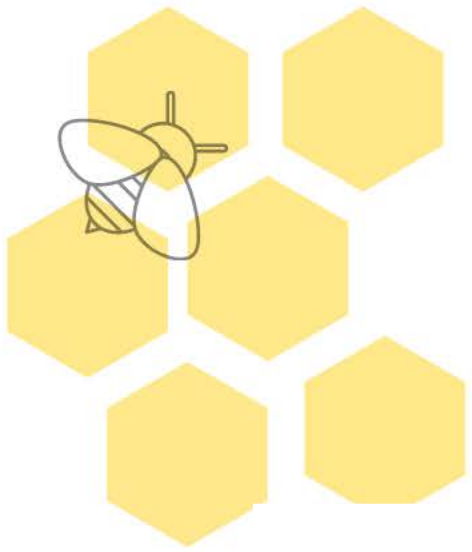


5. Sales Potential

What they want

- Immediate sales
- Future sales



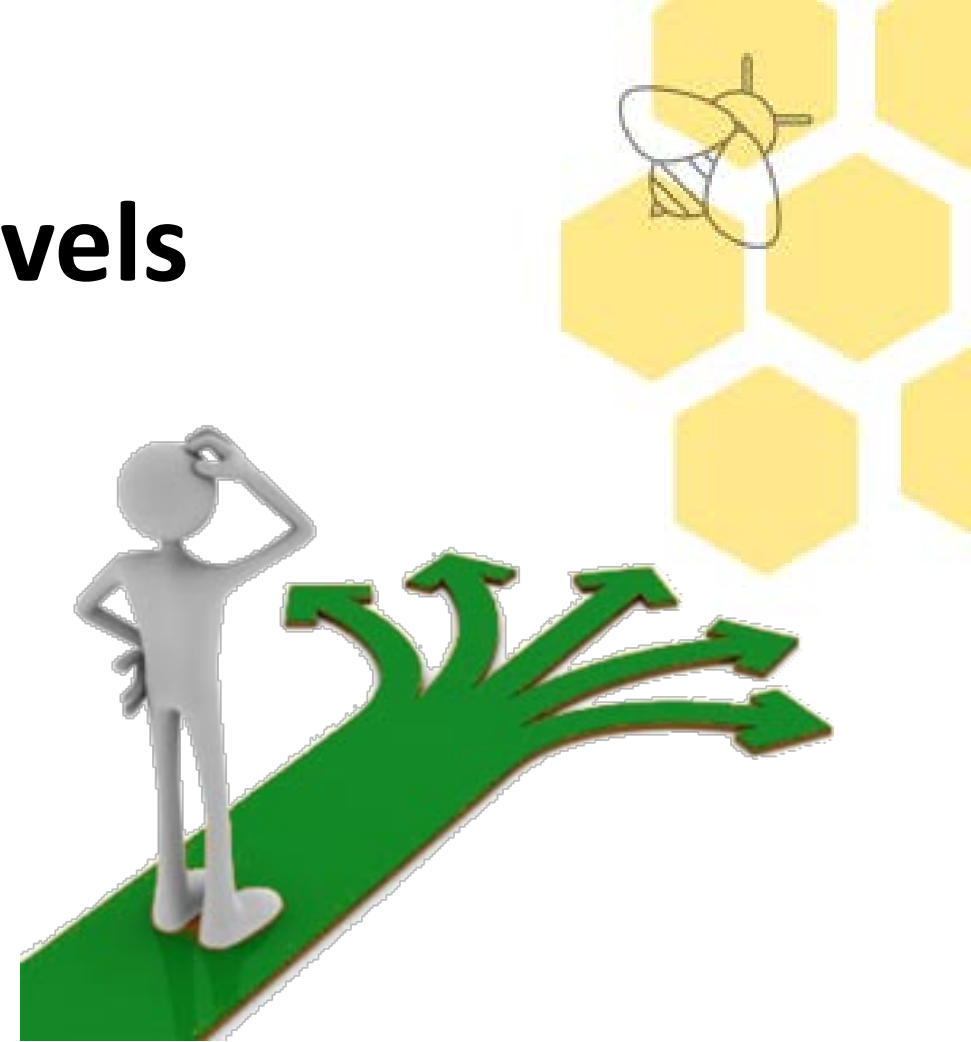


**Now it is time to put your
assets together and value
the sponsor packages!**



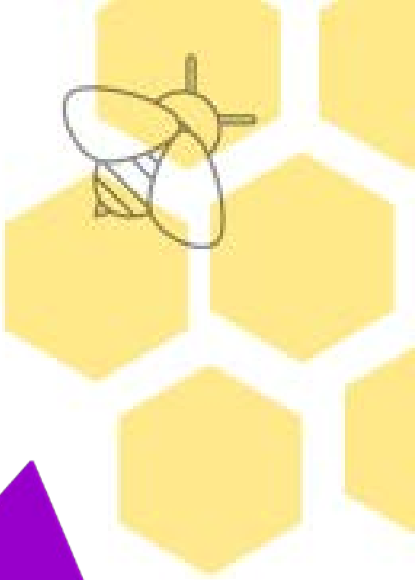
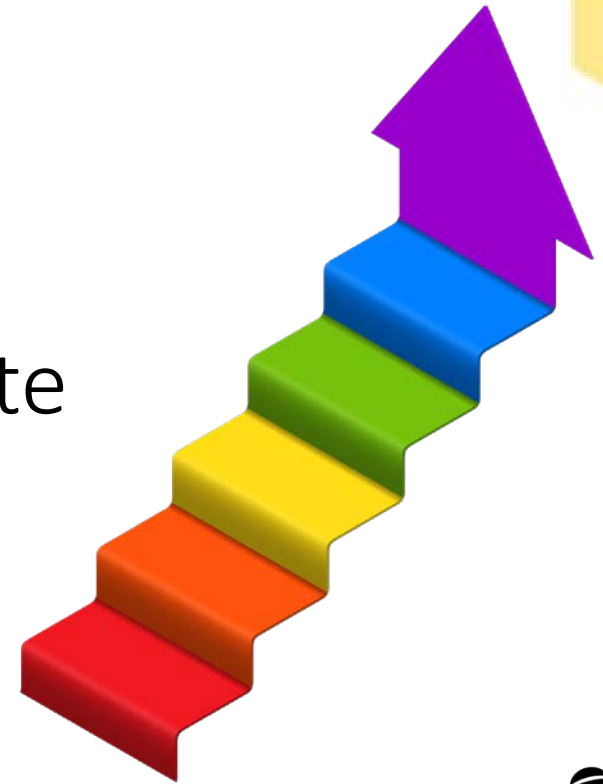
Determining sponsorship levels

- How many levels
- Names for each level
- Monetary cost of each level
- Perks included in each level



Choose how many levels

- 5 is the sweet spot
- Consider limiting top levels
- In kind & underwriting are separate



Choose names for each level

- Creativity is great!
- Gold, bronze, silver - boring
- Ultimately the names don't matter



HELLO
my name is

Choose monetary levels

- Have a total sponsorship goal
- Have a “reach” level
- Review last year’s levels & success rate
- Know your community’s ability



How Much?

Choose each level's perks

- Start with top level and work down
- Have a list of perk options for top levels
- Give options that appeal to marketers
- Don't give away too many tables
- Be flexible – ask what *they* want





Holidays IN THE Village

A European Marketplace














B	I	N	G	O
				
 TOYOTA				
 E*TRADE		FREE	superbowl/mercari.gif	
				
				

This bingo card was created randomly from a total of 26 events.

MMs, budlight, cadillac, cheetos, chipotle, dew, doordash, doritos, draftkings, etrade, fiverr, general motors, hellmanns, huggies, indeed, mercari, michelob, pepsi, pringles, rockstar, scottsmiraclegrow, tide, toyota, turbotax, vroom, weathertech.

**DEVON'S
BLANKET
DEPOT**

**20% OFF
BABY BLANKETS**



**LARGE ONE
TOPPING
\$10.00**



**Jackson High School
TIGERS**



**FIXSEN
TV'S**

\$5 OFF ALL REPAIRS

**ONE
FREE
RICK
ROLL!**

RICKROLL4U

Zellers **GEAR UP FOR SCHOOL**

VALID FRI. AUGUST 24TH, 2012 TO THURS. AUGUST 30TH, 2012

**SAVE
\$10**

WHEN YOU PURCHASE \$40 OR MORE (BEFORE TAXES) ON ALMOST EVERYTHING* AT ZELLERS.

*Excludes - Any products from Home electronics complex, Tobacco, Pharmacy and Codeine Products (certain restrictions will apply). Lottery Tickets, Past Purchases or Special Orders, Hbc Gift Cards, Point of Sale activation cards, Any License Departments. Further exceptions may apply.

CAN BE COMBINED with our great flyer deals.



LIMIT ONE PER HOUSEHOLD. NOT AVAILABLE IN LIQUIDATION STORES. To redeem, either surrender this coupon to the cashier or display it to the cashier on your smart phone at the start of the sale. Coupon is not transferable and has no cash value. Cannot be combined with any other offer except Flyer. All applicable taxes are payable on the full value of the purchase prior to the application of the coupon (as GST or HST, and where applicable, GST are included in the face value). This coupon is the property of Zellers Inc. which reserves the right to dis honour and confiscate any coupon(s) which in its sole opinion have been copied, altered, forged or obtained through unauthorized sources. Redeemable exclusively at Zellers locations only. Limit one coupon per household. Not applicable on past purchases. **POS PROCEDURES:** 1 - Confirm that the customer's basket includes \$40 worth of qualifying items and if yes, 2 - Scan all remaining items, 3 - Press Total, 4 - Press Vendor Coupon, 5 - Key \$10. 6 - Tender transaction per normal. 7 - RETAIN print out (tendered from Customer or Cashier Lead) and place in your media bag. See POS summary for more details. **CASH OFFICE PROCEDURES:** Reconcile this coupon offer in GLP using line type "WK 31" which is found in the NCT Window.

FREE! 2 PC. MEAL KFC

**BUY 1
GET 1
FREE!**

2 PC. MEAL



KFC

- 2 PCS. CHICKEN TRY IT GRILLED!
- 2 INDIVIDUAL SIDES
- 1 BISCUIT

Mr. Magic **CAR WASH**

"CLEAN, SHINY AND DRY... EVERY TIME"

\$11

SIGNATURE CARWASH

With coupon. Limit 1 coupon per customer. Cannot be combined with any other offer. Expires 10/15/20.

\$14

WORKS CARWASH

With coupon. Limit 1 coupon per customer. Cannot be combined with any other offer. Expires 10/15/20.

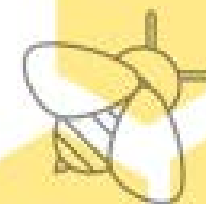
**2752 BANKSVILLE ROAD
PITTSBURGH, PA 15216
412-343-5717**



Section 4

Creating Your SWOT Analysis

	HELPFUL	HARMFUL
INTERNAL	S STRENGTHS	W WEAKNESSES
EXTERNAL	O OPPORTUNITIES	T THREATS



SWOT ANALYSIS

Strengths

Strengths are factors which the company holds expertise in and contribute to the continued success of the organization. These are the basis for the continued success of the organization and will assist in gaining the organization's mission.

Weaknesses

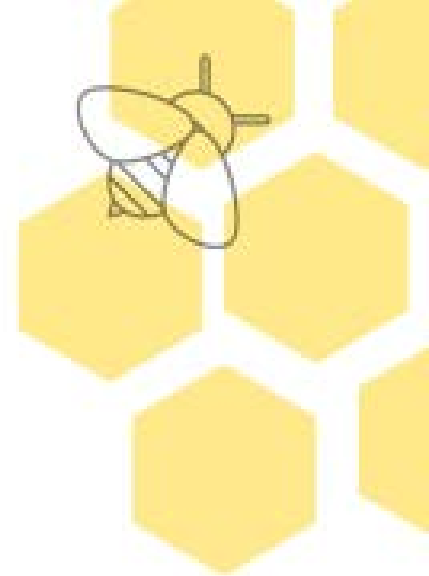
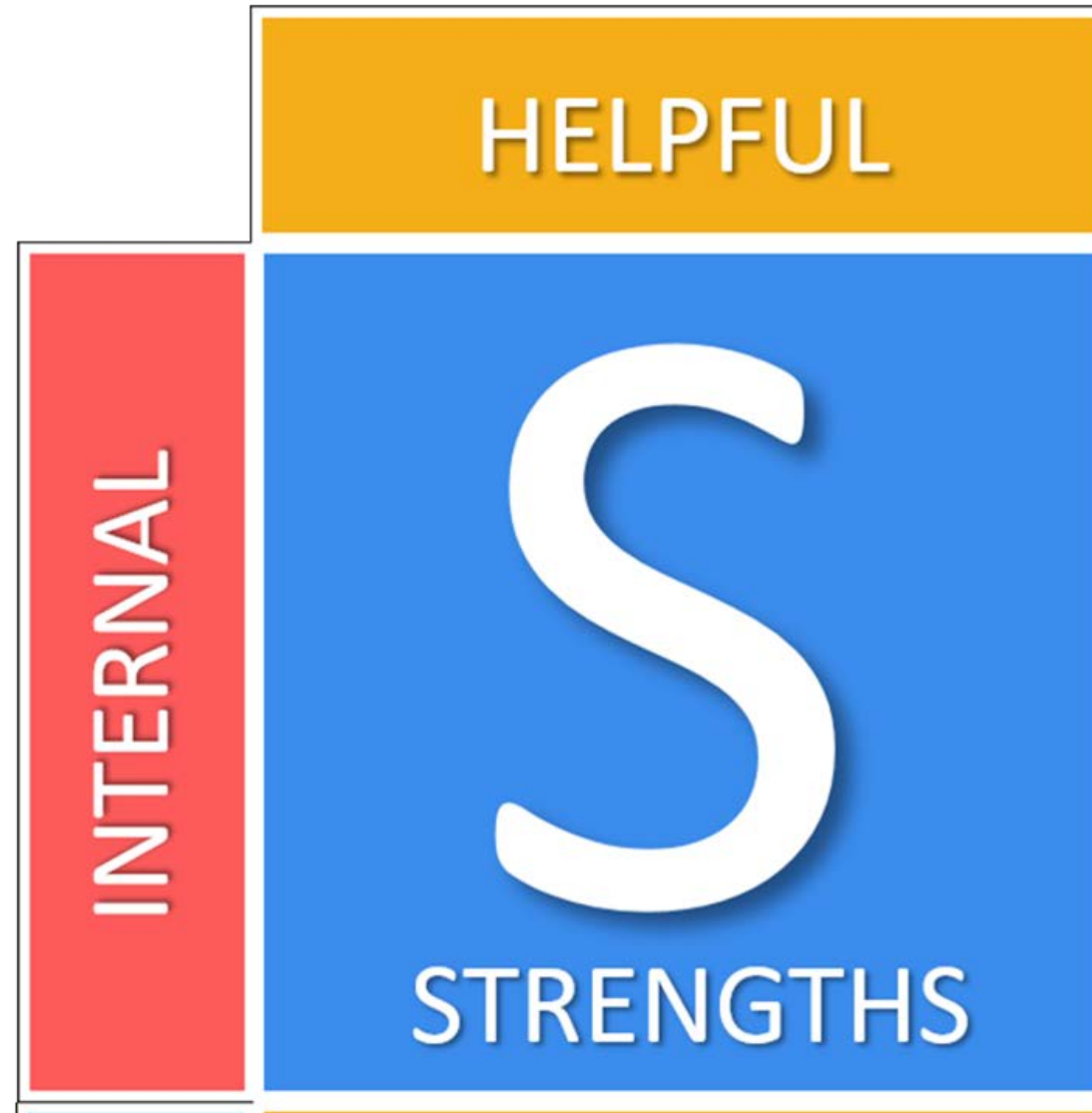
Weaknesses are factors that prevent an organization from meeting its mission and achieving full potential. These weaknesses hamper the organizational success and growth.

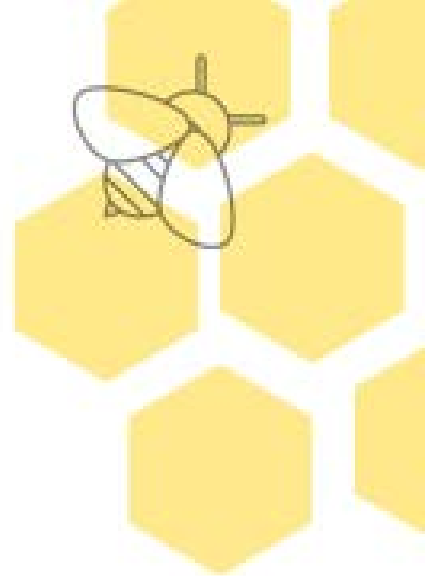
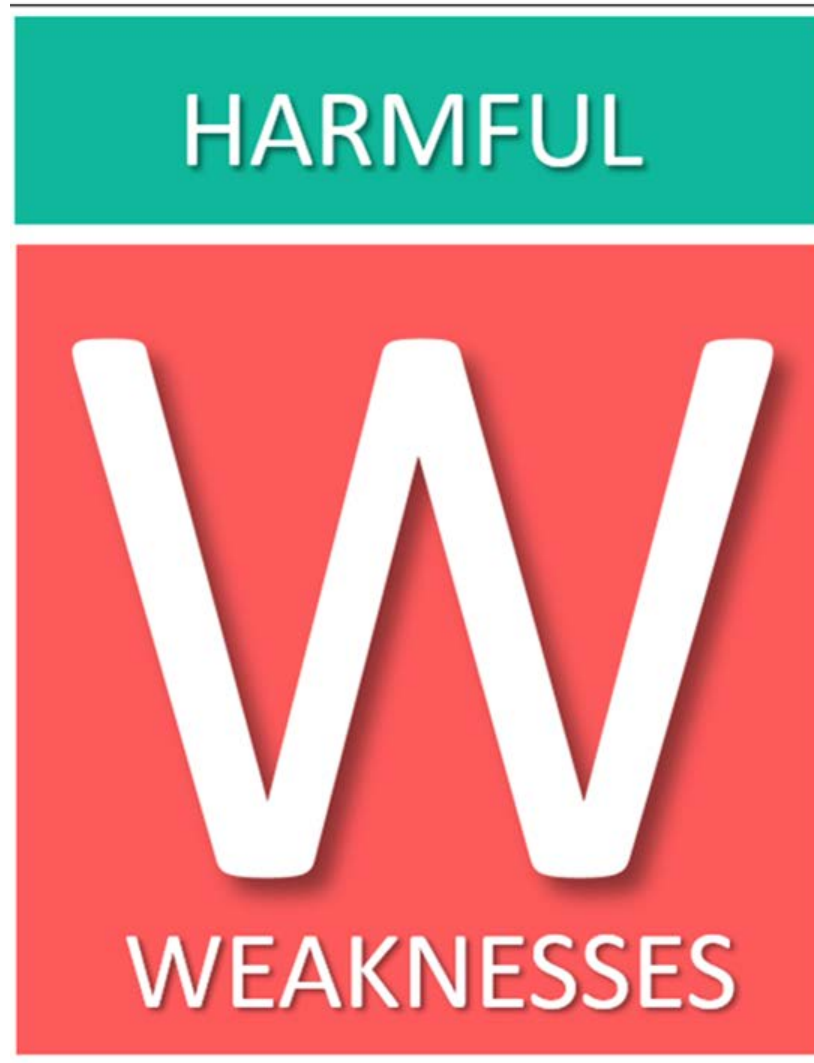
Opportunities

The environment within which our organization operates offers opportunities. An organization can identify such opportunities and enjoy benefit arising from them by planning and executing required strategies.

Threats

Threats are factors existing in the external environment that jeopardize the profitability and reliability of the organization. Such [REDACTED] are uncontrollable and pose [REDACTED] to the stability and [REDACTED] the organizations.





EXTERNAL

O

OPPORTUNITIES



T THREATS





Presented by
A.J. Steinberg, CFRE
of Queen Bee Fundraising

aj@QueenBeeFundraising.com

QueenBeeFundraising.com

Any questions?

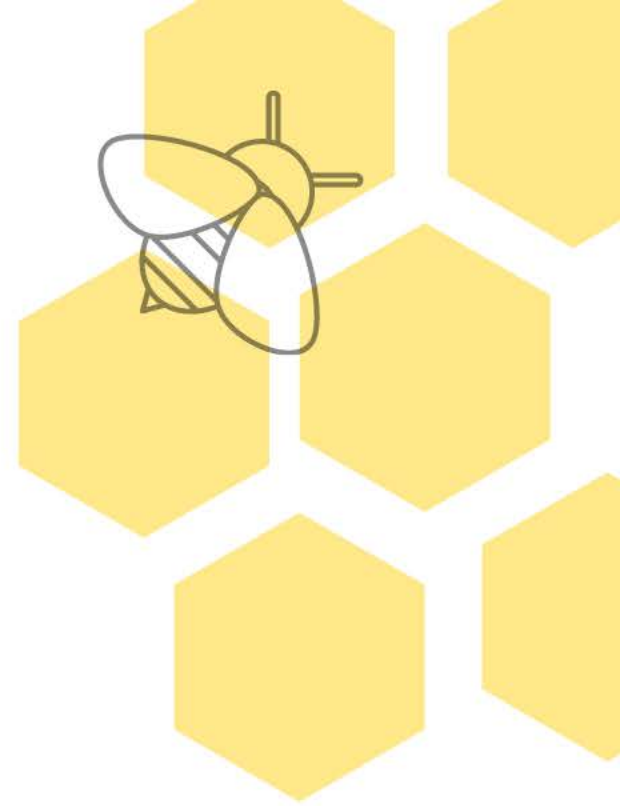


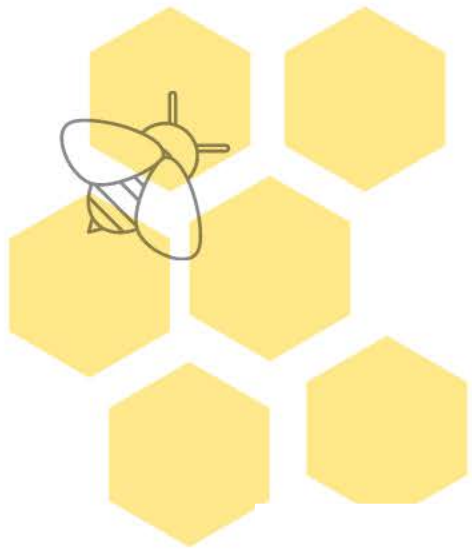


Part 2

What we'll be covering:

1. Review of our SWOT analysis
2. Prospecting the Prospects
3. Prospect Outreach
4. Creating Sponsorship Materials
5. Sponsor Stewardship





A.J. Steinberg, CFRE



www.QueenBeeFundraising.com

AJ@QueenBeeFundraising.com

