

Out of The Box Ways to Activate for Sponsors

Today's Panel

- Tina Paradiso, President of SailorBAGS
- Matthew Schon, National Sales Manager of Gill North America
- Sally Helme, Sailing World/Cruising World Magazines and the Helly Hansen NOOD Regattas

What is Sponsorship Activation?

- Sponsorship benefits beyond the advertising basics
- Immersing the sponsors in the event itself, so they can engage with the sailors
- Helping sponsors find ways to add to the event experience, to make it more enjoyable for the sailors

5 Tips From Matt Schon

1. What is your event participation and how are you striving to make it grow? Have realistic expectations of what your event is worth and show that you are working to grow - push the limits to grow value.
2. It sounds simple but, “What are you going to do for my company?” As an established brand, I am not necessarily looking for my logo in more places for “branding”.
3. Activation is huge: Before, during, and after. I want to build long lasting customers and relationships through your event.
4. Create a platform for the brand to show and activate for themselves
5. What are creative and different ideas that set your event apart from other events of your size? What types of activation can you do that don't cost more but provide added value?

6 Tips From Tina Paradiso

1. As a sponsor and a small business our goal is to both support and be supported. Social media posts back to the sponsor (shares, re-tweets, mentions) after the event are important to us.
2. When sponsors supply coupons for the event, remember to use them, mention them, hand them out – don't send them back. We use these coupons to support and track the effectiveness of an event.
3. We are looking for introductions and future opportunities – this can be with other sponsors, other companies where collaboration, partnership and networking may be beneficial.
4. With the changing demographics and cultural shifts, partnering with a non-profit for your event is a way to entice a sponsor to contribute and/or contribute more. We want to give back as well as support an event. This helps with our corporate responsibility to the communities we serve.
5. Can our products be part of a pre-sale to the event? Have you developed a site for branded products and is this something we could help with?
6. What is the reach of the event for participants? And are we as a sponsor, able to access their information (mailing lists, emails, etc.)

5 Tips From Sally Helme

1. Ask questions.
2. Ask questions. Make sure you understand what your sponsor's objectives are.
3. Ask questions. Double check that you understand what your sponsor's expectations are.
4. No surprises. Educate your sponsors about your event, so they know what to expect.
5. Follow-up and follow-through. We don't have enough sponsors supporting sailing, let's make sure we take good care of the ones we do have.

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