

Sponsor Activation

How to make sure
the sponsors gets what they
want out of the events.

Presenting

Jerry Richards & Randy Draftz

Jerry.richards@gillna.com

rdraftz@charlestonyachting.com

Who We Are

- Jerry Richards



Gill North America
National Sales Manager
17 years with Gill managing onsite
activations
(Stakeholder)

- Randy Draftz



Event Director for Sperry Charleston
Race Week and has been involved in
directing this regatta for the past
nine years.
(Property)

Value your Event

Do you know what your event is worth?

- It's difficult to answer isn't it ?
- How much will your event cost?
- You want to be able to run a great event and have it be profitable enough to be sustainable.
- There are companies that can be hired to evaluate your event/property, but for most it's an expense that is difficult to justify.

Items that valueate your event

- Media Impressions
- Attendance
- Recognition



Our **viral** online **marketing campaign**, **email blasts**,
e-newsletters, **blog posts**, **website hits**,
print/web advertising and extensive **PR**, creates
6.8 million+ impressions.

Who is the right sponsor?

- Industry Sponsors
- Non Industry Sponsors
- International Sponsors
- Local interest Sponsors
- Sponsors (club member) that are just happy to see the event succeed

Does the sponsor fit ?

- Is the sponsor relevant to your event ?
- Will it be a win-win for the stakeholder and property?
- Will it enhance your event ?

Preparation

Prior to contacting sponsors

- Identify the levels of sponsorships, attach a dollar value based on marketing value not cost.
- Do the research.
- Which companies/sponsors do you think will benefit from your event.
- Start contacting a potential sponsor a year before your event. Most companies are creating their marketing plans and budgets in the third and fourth quarters.
- Find the correct point of contact.
- Call them do not email.

Meeting the Sponsor

- Highlight the benefits and solutions.
- Be relevant and specific.
- Present a customized activation plan.
- Present solid data that justifies the plan.
- Show the potential return on investment.
- Keep it simple so it can be explained to others.

The Contract

- The notice of race for the sponsorship.
- It should explain what the event gets from the sponsorship.
- What the sponsor is entitled to from the event.
- The payment terms, and payment due dates.
- The term of the sponsorship does it end with the event or go through the year?
- First right of refusal.
- Category exclusivity.
- Legal boilerplate to protect the event & sponsor.



You have signed on a sponsor for your event, now what?

- Sponsor activation is key to insure your sponsors get the most return on their investment
- What can you do to insure you sign more sponsors, keep the ones you have and continually be providing the biggest return on their investment

Event's Organization

- It's important to indentify who will be engaged with your sponsors. It could be several people depending on the level of the sponsors activation.
- There are a number of moving parts to a sponsor's activation.
- Coordination between other sponsors is important to avoid duplicate activations.
- Move in, onsite set up, spectator boats, pre arrival of products, assisting with activations and the occasional mis-communication.
- You must have the plan and people in place to stay one step ahead and maintaining that happy sponsor.

Sponsorship Activation

- A partnership between the property and stakeholder.
- Sailing events provide the opportunity for onsite interaction between the stakeholder and consumer.
- Not all the activation responsibility lies with the property, it's up to the stakeholder to take some responsibility as well.
- Remember your event comes first and a good event will ultimately deliver all your stakeholders needs.

Activations

Onsite selling

Website Links

Face to face access

Email Updates

Onsite Banners

Social Media

Press Releases

Presentation inclusion (awards, skipper meeting etc)

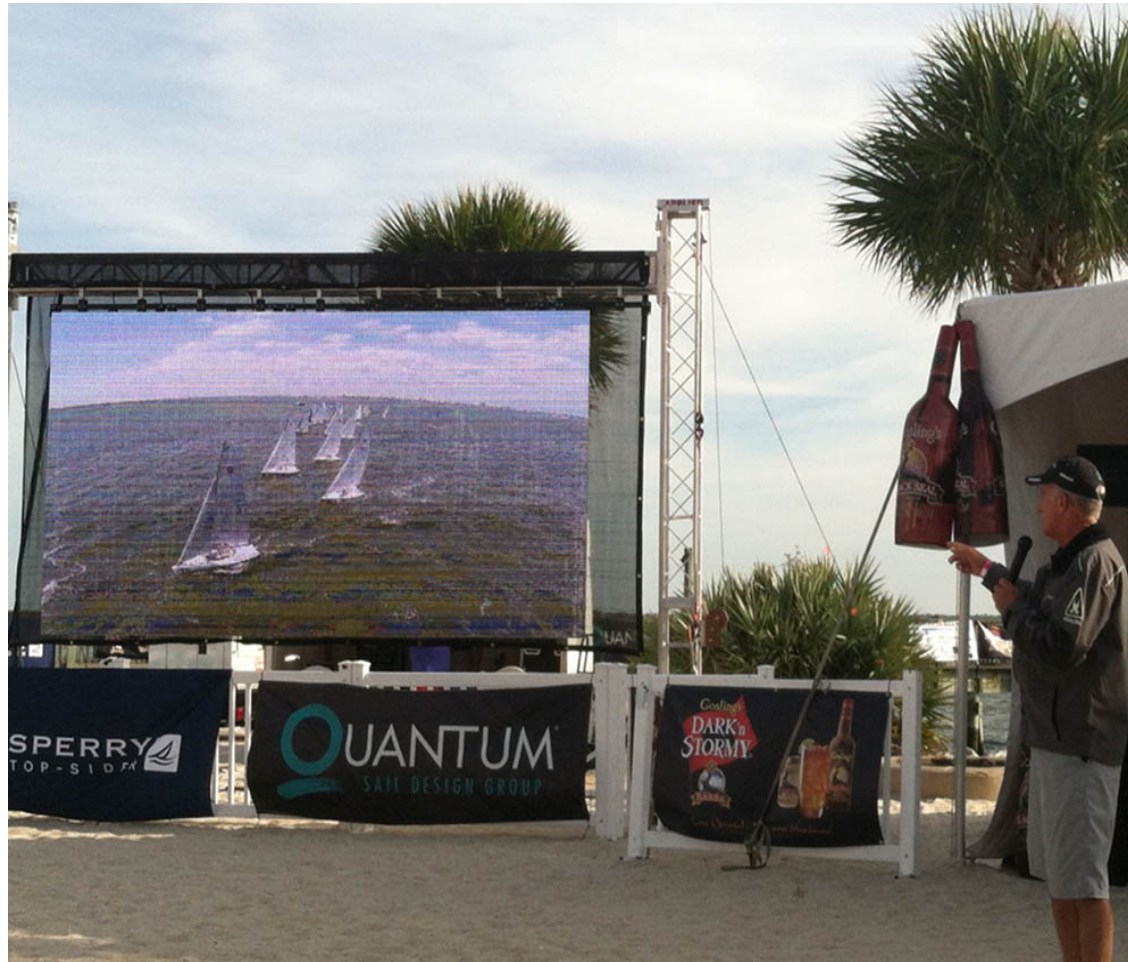
Great Activation Examples



Great Activation Examples



Great Activation Examples



A Wanted Activation



Sponsor Retention

- Undersell and over deliver.
- Make sure you are able to provide the data the sponsor needs to properly evaluate your event.
- Multi year contracts save time and expense.
- Keep your event relevant.
- Make your event great.
- Event debriefs.

Post Event

- It's not over yet, give yourself time to wrap up the event.
- Gather all your media results.
- Review the effectiveness of your activations.
- Review results with each sponsor in their individual debriefs.
- Get the sponsor to committ for next year's event.

Key takeaways

Know the value of your event

Provide a solid ROI for your sponsors

Activations are partnerships

It's attention to detail



It's Simple

Ultimately its about running the best,
event and going that extra mile.

Your Opinion Matters

Please open the **Sailing Leadership Forum app**
and complete the **session survey** found in the
menu bar.

Thank you for attending this session