

# Pitch Perfect: How to Sell Sponsorships

*Present Your 90 Second Sales Pitch*

## Panelists:

*Sally Helme, Sailing World*

*David Pritchard, Gill North America*

*Whitney Peterson, Gowrie Group*

**SAILING  
WORLD**

**Gill**<sup>®</sup>  
RESPECT THE ELEMENTS

 **GowrieGroup**  
Insurance • Benefits • Finance



# Pitch Perfect Panelists

**Sally Helme**, Group Publisher at Bonnier Corp., responsible for *Sailing World*, *Cruising World* and the NOOD Regattas. Has been on both sides of the fence pitching sponsorships and being pitched.

**David Pritchard**, President at Gill North America, active sailor for 50 years. Followed passion for sailing into a retail then wholesale marine career. Past member US Sailing Team. Overseen Gill's value delivery activities in North America and Caribbean markets for 30 years. Worked directly with many promotion events and team platforms to create preference and awareness for the brand. Actively serve on several boards as a market place advisor.

**Whitney Peterson**, VP of Marketing at Gowrie Group, is responsible for managing the company's brand image, marketing outreach, and client communications. She has nearly 20 years of marketing and business consulting experience. As a lifelong sailor, 4 time college All-American, and member of the US Olympic 470 Sailing team in the 90's, she has deep racing, marine, and yacht club related expertise.

**SAILING  
WORLD**

**Gill**<sup>®</sup>  
RESPECT THE ELEMENTS

 **GowrieGroup**  
Insurance • Benefits • Finance



# Pitch Perfect “Rules of the Game”

1. State your Name
2. Tell us who you are Representing – your club, event or class
3. Tell us who you are Pitching – Gill, Sailing World, Gowrie, or any other company or organization
4. Present your “90 second pitch”
5. Stop when the whistle blows – your time is up!



# Sponsorship Sales Tips from Sally

## 1. Do Your Homework

- Research your prospective sponsor
- Find out what their goals are
- Look at other events they sponsor
- Find out what their “hot buttons” are

## 2. Tailor Your Pitch to Each Individual Prospect

- One size does NOT fit all
- Make sure your “ask” is appropriate to the size of the company
- Tailor your pitch to their hot buttons

## 3. Don't Use Sailing Jargon

- Many prospective sponsors don't speak “sailing”
- Use plain language to explain how sailing and your event works

## 4. Be Specific with Your Deliverables – And Deliver!

- Be very specific with the list of benefits the sponsor will get
- Under promise and over deliver

## 5. Follow Up Professionally

- Provide a wrap-up report in a timely manner
- Thank them for their support – and then ask about next year!



# Sponsorship Request Tips from Whitney

- 1. Be clear on what you are asking for.**
  - In-Kind vs. Cash sponsorship
  - One time vs. annual request
- 2. Align with the company's passions or a key-person's affinities.**
  - CEO loves sailing, a company that supports athletes
  - Your own personal connection with the company
- 3. Be creative and selective.**
  - Local vs. National
  - Marine vs. Non-Marine
  - Offer something different, a logo on your t-shirt is not enough
- 4. Make it easy to sell, and easy to buy.**
  - Package by levels, easy to compare
  - Clearly state dates, times, locations, deadlines
  - Provide one point of contact for sponsors
- 5. Be thankful and show respect to the sponsor.**
  - Thank the sponsor before, at, and after the event
  - Send a thank you report showcasing their brand in action



# Selling the Vision to a Sponsor

## Tips from David

1. **Know your audience** - Research and investigate. Do your home work - Ask lots of question before hand.
2. **What are you really asking for? What are you really offering ?**
3. **Present in a story-** Be enthusiastic and demonstrate passion.
4. **KISS** - Keep it simple --90 seconds simple . Clear and concise.
5. **Talk up the team-** Infrastructure to support what your offering.
6. **Act naturally** and do not over state what your offering
7. **Have a back up.** Hand outs to leave ? Follow up.



6

# Get Creative!

<http://youtu.be/3CCMvTHEUEE>

- Thank you Randy Draftz and Charleston Race Week!



# Your Opinion Matters

Please **“check-in”** to this session on the Sailing Leadership Forum app and complete the session survey

Or

Complete one of the yellow survey forms in the back of the room and drop in the box

*Thank you for attending our session:*  
**“Pitch Perfect”**

