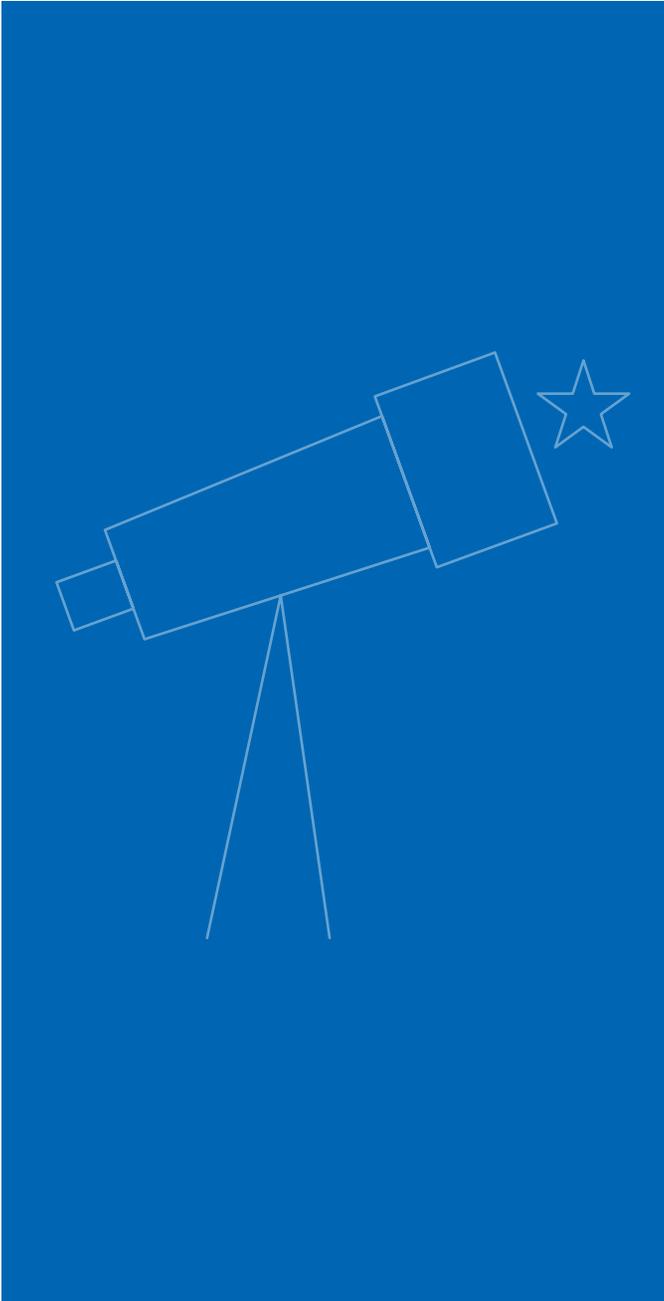




# *secrets of high-impact sponsorships*

**Choosing the Right Opportunities for Your Brand**



*Effective sponsorship opportunities get your brand in front of more eyes and extend the reach of your message.*

However, with so many opportunities available, aligning sponsorships to the right events and venues is critical and complex. That's why establishing a process for selecting, executing, and measuring sponsorships is essential to predictable — and repeatable — success.



# *outlining goals*

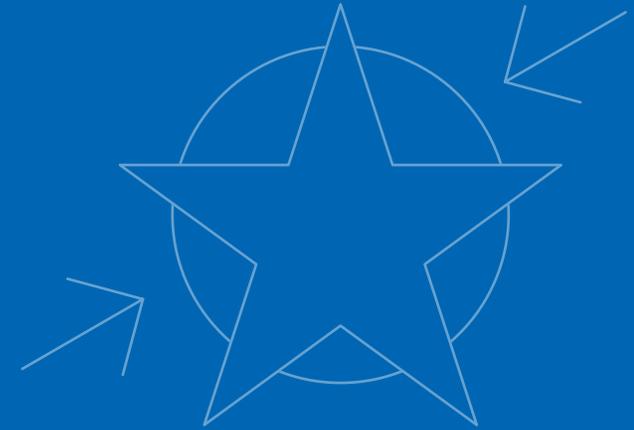
The first step in making effective sponsorship decisions is to look at your overall business and marketing goals. What yardstick are you using to measure success? Whether you're looking for hard data or qualitative objectives, vet your sponsorship opportunities against the key performance indicators (KPIs) that matter to your organization for a clearer view of how sponsorships can support your overall marketing activities.

For example, if you are looking to create greater brand awareness in a new market, you might want to look for big-impact opportunities that incorporate pre- and post-event surveying to evaluate the change in brand recognition among that audience.

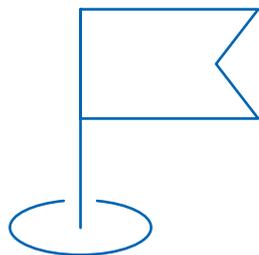
## *Key questions you should ask:*

- 1 How does this sponsorship opportunity align with your overarching goals, and how do you know this is the right opportunity for your campaign or brand?
- 2 What are your priorities when it comes to events and sponsorships, such as audience, customer experience, etc.?
- 3 How will you maximize and leverage what you have to offer, connecting your campaign goals with your overall marketing objectives? Consider your road map: Do you have a major campaign or new product launch on the horizon for which you will want to generate buzz?
- 4 What activities and sponsorships are in your existing portfolio? What impact are you looking to make with new or additional investments?
- 5 What resources will you need to make a sponsorship work, and how does that fit into your overall goals and objectives?

# *selecting the right sponsorships*



*Once you have mapped out your objectives and strategy, you can establish criteria by which you can gauge potential sponsorship opportunities.*



## **What's the end goal?**

Your first clues to the type of sponsorship you're seeking lie in your immediate goals. For example, if your goal is to maintain exposure to and awareness within your known audiences, industry events may offer the best opportunities because of their defined audiences and specific focus. If your goal is to reach a broader market, you may want to sponsor an event that attracts high numbers of attendees in your target demographic.



### **What's the differentiator?**

Identify ways to set this specific sponsorship opportunity or event apart from the rest. What does it offer that others don't? You should evaluate opportunities for factors, such as audience and customer experience. So, if the goal is to reach a new audience segment, you might want to look for sponsorship opportunities that allow you to properly introduce your brand to the crowd. This can include workshops, product demos, or speaking opportunities.

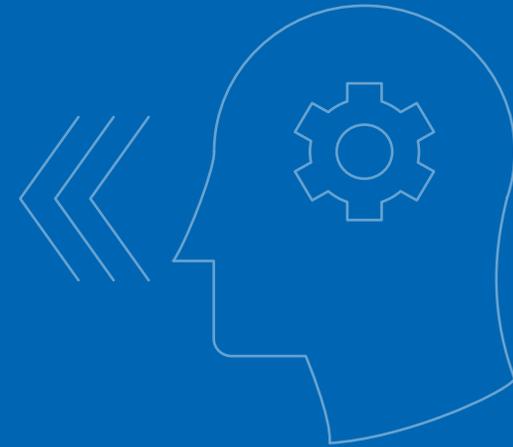
As you examine opportunities, also review the mix of other sponsors. If many of your competitors are also participating, work with your partner to help ensure that you create a sponsorship opportunity that drives maximum exposure while setting you apart from the field. For example, you might want to invest enough that you own a particular category, or look for specific opportunities that allow you to focus on the impressions that matter to you before, during, and after the event.

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*Identify ways to set this specific sponsorship opportunity or event apart from the rest.*



# *personalizing sponsor activation*



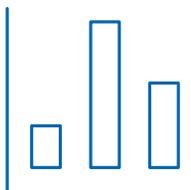
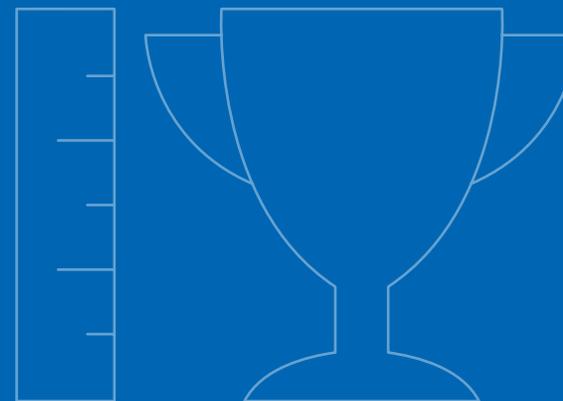
Another way to get the most out of your sponsorship opportunity is to customize it using existing assets and content, with a focus on user and sponsor experience. Persona mapping — where you create specific audience segment profiles to help you better understand their wants, needs, buying habits, and other important insights — is an effective tool.

Next, think about what these audience segments want. Because you're doing a deep dive into your target audience's viewpoint and preferences, you can work with your event organizer and other partners to customize experiences that will drive home your brand

message. Do they want participatory experiences that let them interact with or “try out” your product or service? Or do they want more passive experiences that give them information?

Let's say you want to reach small business customers to introduce a new device. You may choose to sponsor an event that targets small business owners and managers. Components may include a video demonstration, along with hands-on demonstrations of the device. A representative from your organization might lead a seminar on new strategies in using devices to make remote workers more productive, and your company's logo may appear on the device charging station.

# *measuring success*



With a multifaceted sponsorship, there are a number of data points to review. You may measure sheer impressions from the logo and video placements. In addition, you might count the number of people who took part in a demonstration or attended the seminar. You may also calculate the number of people who took advantage of the discount offer by tracking redemption rates.

Each of these components should be custom-tailored for your brand to reinforce your message. It's not only about how and what you measure, but how much each element is worth to you depending on your goals. The final program can be as simple or immersive as you wish, focusing on thought leadership, lead generation, brand awareness, sales, or other objectives.

# *look for good partners*



Of course, in order to design a creative and effective sponsorship program, you need event organizers who have vision — and are willing to see and work with yours. It's key to make sure that they're just as invested in strategy as you are. Discuss with them the objectives of the event and how your sponsorship fits into the bigger picture, and look for organizers who value your input to not just make your experience better, but to improve the overall program.

## **Data tells the story**

Good organizers will utilize the learnings of past show data and other insights into their attendee base to help choose the right sponsorship fit, both from their perspective and yours. Not only

that, but organizers who embrace data are more likely to be able to provide you with the kind of metrics that help you prove out the value in your sponsorship investment.

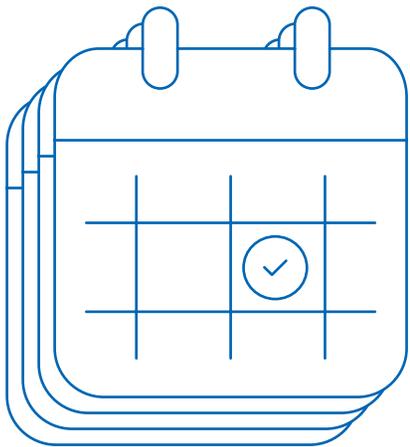
## **Keeping it custom**

Working with partners that have multiple visibility options and customization available makes it easier to tailor-fit your sponsorship. Utilize visibility opportunities like social media, apps, and sponsorship zones, as well as customized approaches to package design and pricing, based on your needs. The event organizer should be forthcoming with information about the event and collaborative when it comes to tailoring your sponsorship.

## Get good feedback

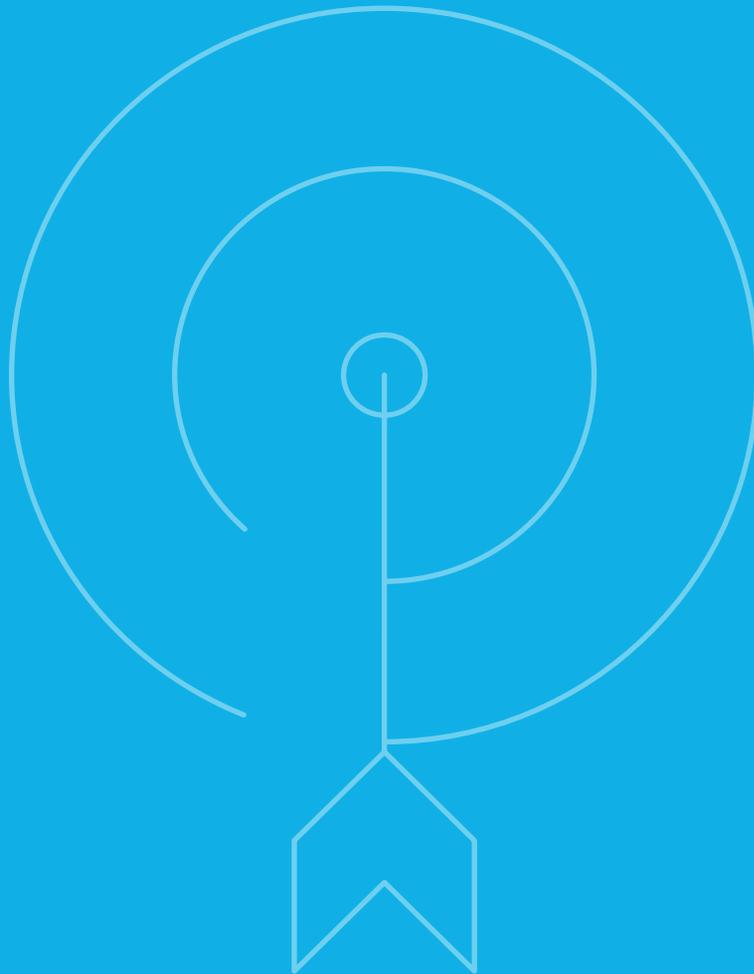
Always ask for references of previous and current sponsors and contact them. Ask about their plans and goals for the event in as much detail as they're willing to share. Ask specific questions about how easy the event organizer was to work with, as well as whether there were challenges in the program. Find out if there are areas that they'd like to see improved or if there were any insights that would be helpful to a first-time sponsor. The key is to understand their experience as much as possible to help you decide if the event is a good fit for your brand.

Look for event survey responses to find out what attendees thought about the event. These can give you important insights into the event's strengths and weaknesses. Also look at overall attendance numbers and whether they're trending up or down. Seek out events and sponsorships that have high sponsor retention rates year over year. That's a sign that sponsors are happy with their experiences and that the event met their objectives.



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*Seek out events and sponsorships that have high sponsor retention rates year over year.*



## *why the right sponsorship matters*

Maximizing your event sponsorship requires strategic thinking and creative tactical execution, but it's even more important to choose the right sponsorship from the beginning. Making sure that the event fits in with your business and marketing goals and will help you reach your target customers is just the first step. To really help you get the most boost from your sponsorship dollars, finding a partner who is open, collaborative, and knowledgeable is the key to success.



# *find the right fit*

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can maximize your sponsorship  
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