

Creating Strategic Alliances That Pay! Do you have what a potential sponsor wants?

Businesses don't just give money away! They expect a return on their investment. What does your farm have to offer in return for sponsorship dollars? Who are the players in your community and what type of exposure are they looking for? Developing a successful sponsorship program starts with a careful evaluation of your farm. Join us to learn...What's in it for THEM!!

PRESENTATION OUTLINE

1. Welcome/Introductions (15 minutes)

- Overview of Session
- Participant Introductions
- Hand-outs

2. What does your farm have to offer a sponsor?

- Brainstorm and identify all farm attributes
- Share ideas/ add to list
- Identify all seasonal/special events
- Estimate number of visitors/impressions for each attribute or seasonal/special event

3. Sponsorship Checklist

- List all promotion/marketing opportunities for your farm
- Newspaper ads, radio/TV, flyers, coupons, signage, trade-outs, etc
- Brainstorm ways sponsors can be recognized
- Quantify how many people will see each promotion

4. Identify Potential Sponsors- What Sponsors Look For

- Getting their name/product in front of the market who will buy it
- Association with a well respected organization or event
- Support companies that sell their products
- Introduction of new product
- Creating a hit list
- New Businesses in your market area
- Area grocery stores
- Companies that you sell their products/ new product release
- Companies headquartered in your market area
- Companies who regularly sponsor events
- Companies in highly competitive businesses
- Companies whose products are targeted at who visits your farm
- Natural tie-ins
 - i. Pepsi or Coke for concessions
 - ii. Local icon for corn maze design
 - iii. Banks, grocery stores, real estate, car dealers, etc.
 - iv. Fruit label for farm market

5. Sponsorship Pricing

- Sponsorship should cover cost of event/activity
- Cover cost of recognition
- Determine what other companies/events charge for sponsorship and what sponsor gets
- Create sponsorship grid

6. Sponsorship Proposals

- Overview
- History
- Demographics
- Schedule of Events
- Benefits you will provide
- What sponsor will provide
- Investment
- Summary
- Deadline for answer

7. Market Driven Sponsorships

- Special Events
- Trade Outs
- Product Give-away, Discount Sales
- Product Displays
- Hospitality
- Presenting/Title
- Naming Rights

8. Post Season Follow-Up

- Surpass Expectations
- Thank you/gift
- Ideas for next season/event

*Portions of handouts taken from “The Essence of Sponsorship” by Barbara A. Harrington and Randall J. Murray