



SPONSORSHIP END USER PERSPECTIVE

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LOOK AT THE AVAILABLE A&P OPTIONS

- Attracting big brands, working Nationally, your Festival/Event is fighting for bandwidth in a very busy Market
- Consumers want viewing and listening content on demand, when it suits them
- It's a fast moving, savvy market of consumers with more choice than ever
- The Digital world also moves quickly
- Media Buyers and Planners are time poor
- A Media Agency can have a Junior Planner, work on a \$5 million airtime package, plan it and book it in 3 days - a great return on investment for the agency
- Buying into an Event or Festival can take weeks, involves many different parties, activation agencies, dealing with the client, working the festival. It takes time to build the elements, the activation, staff and assets - that's a poor return on investment for the agency
- You must present TURN KEY 360 Solutions to National Clients, particularly when dealing with Large Media Agencies
- Access below the line funds and deal direct with the client is the route where possible.



- Free to air 12 channels
- Foxtel – Average 8 channels
- On Demand – Spotify, Apple Music, Stan, Netflix, 9 Now, i View, 10 play, SBS On Demand, 7 Plus
- Press – Newspaper
- Press - Magazine
- Radio 4 channels
- Print
- Out of Home
- Digital
- Google
- Facebook
- YouTube
- Events

YOUR EVENT IS PREMIUM

- Brand Visibility
- Direct Engagement with Consumers
- Targeted Marketing
- Digital Communication
- Data Base Engagement
- Activation Space
- Lead Generation
- Community Goodwill
- Business to Business
- Entertainment - Corporate Box Alternatives

CAPTURE DATA

- Build a Data Base
- Profile your audience
- Communicate
- Research
- Demographic
- Geography
- What are the consumer habits
- Buying intentions
- Ask questions, exit surveys are GOLD – Build a Profile - Drill down

ESTABLISH CATEGORIES

- Automotive
- Caravan and Camping
- Boating and Lifestyle
- Food and Beverage
- Banking/Finance/Legal
- Agri Business
- Mining
- Technology
- Retail
- What Ever Works...
- Develop an Engagement Strategy and Campaign that best fits your Event, working with the assets you have available

BESPOKE IS THE BUZZ

- One Size Fits All Doesn't cut it
- Think Beyond Gold, Silver, Bronze
- Take a brief from the client
- Ask questions, prod and probe, that's your job
- What does the Client want to achieve
- Respond to the Brief on point
- Establish the triggers for "Buy In" from your client
- What are the KPI's
- How will you be measured when they come on board?

THE TRIGGERS

- Understand your Sponsors - do your research
- What does your client really want
- Lead Generation from your event?
- Actual Retail Sales on Site ?
- Brand Building
- Business to Business (being in the tent)
- Community Profile
- Corporate Entertainment – Hosting their Clients

ENHANCE THE PATRON EXPERIENCE

- Brain Storm - Get off the Stage and into the Crowd
- Only Invite the Right People to the Party! In other words Sponsors who truly understand the purpose and values of your Event.
- Sponsors who become more engaged with your Patrons will extend into multi year deals - add value to the event experience
- Don't Risk Sponsors becoming a Vendor
- Agree on KPI's, Keep Them Real
- Present Multi Year Deals

POST REPORTING

- Patrons Profiles - Demographics, Post Code, Attendance Figures
- Surveys - Recognition and Advocacy. Q - Which Sponsors do you recognise?
- Q - Seeing these Sponsors. Does it increase your likelihood to engage?
- Q - Buyer Intentions. Are you planning to buy a new Car (Insert Product Here) in the next 12 months? If so what Type?
- Use Survey Monkey or similar
- IER the TEQ Supplier can extend questions beyond the Core TEQ Survey
- Build Great Testimonial Case Studies from your Sponsors

ITS ALL ABOUT RELATIONSHIPS

- Work hard on your relationships with your clients.
- Create a meaningful Sponsor's Function at your event, and thank them!
- Churn is Out, Retention is In- keep your clients.
- Its Team Work, if you can't gel, find someone within your team who can!
- Attend Other Events and Festivals, Watch, Listen Look and Learn
Become good at Networking

WINTON SIZZLE REEL

<https://vimeo.com/268728600/0d41f5485c>