

Oregon Festival & Events Association Annual Conference
Managing Your Sponsorship Program Effectively With Free or Low-Cost Tools
2024 Presentation Outline

Presented by Teresa Stas, Director & CEO
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☐ **THE SPONSORSHIP ROADMAP: A SALES PROCESS OUTLINE**

- ★ [See attached page]

☐ **TWO FOUNDATIONAL COMPONENTS OF A SUCCESSFUL SPONSORSHIP PROGRAM**

- ★ Being organized.
- ★ Having a system.

☐ **ASSET MANAGEMENT DEFINITION**

- ★ Also known as benefits, you are selling these to the sponsor. It is the item, name, or category you are putting a price on. Banner placement, logo placement, and naming rights are all examples of joint assets.
- ★ Start by conducting an asset inventory of all the benefits your event has to sell for sponsorships.
- ★ Input all of the assets into a detailed system to track what you have and what hard costs are associated with them.
- ★ Use the list to price out assets and determine which assets are worth selling and which are worth eliminating. Do this once a year.

☐ **PROSPECTING MANAGEMENT**

- ★ In the context of sponsorships, a prospect refers to a potential sponsor or organization that may be interested in providing financial support, resources, or other assistance to an event, project, initiative, or entity in exchange for visibility, branding opportunities, or other benefits.

☐ **FULFILLMENT MANAGEMENT**

- ★ Fulfillment is meeting the requirements that are stated in your sponsorship agreement.

☐ **FREE OR LOW-COST TOOLS THAT CAN HELP YOUR PROGRAM**

- ★ Trello - A popular project management tool that offers a free tier with basic features ideal for managing sponsorship fulfillment tasks. Organize sponsorship agreements, deliverables, and deadlines using Trello's customizable boards, lists, and cards. Create separate boards for each sponsor or sponsorship level to keep information organized and easily accessible. Assign tasks to team members, set due dates, and track progress

as tasks move through different stages of completion. Trello's collaboration features facilitate communication and ensure accountability among team members.

- Free - \$200
- SM Use: Fulfillment and Project Management
- www.trello.com
- ★ Asana - Asana is a popular web and mobile application designed to help teams organize, track, and manage their work projects effectively. It provides a platform for teams to collaborate, assign tasks, set deadlines, track progress, and communicate about ongoing projects in real-time.
 - Free version
 - SM Use: Sponsorship fulfillment and management
 - www.asana.com
- ★ Canva - A user-friendly design tool with a free version that enables event organizers to create visually stunning sponsorship materials and assets. Use Canva's customizable templates to design sponsorship proposals, social media graphics, and promotional materials that showcase sponsors' branding effectively. Incorporate sponsor logos, colors, and messaging to create cohesive and professional-looking collateral. Canva's drag-and-drop interface and extensive library of design elements make it easy to create eye-catching visuals without the need for graphic design expertise.
 - Free - \$30
 - SM Use: Decks and Proposals
 - www.canva.com
- ★ Google Drive - Google Drive provides free cloud storage and collaboration tools that are invaluable for managing sponsorship assets and documents. Event organizers can create dedicated folders for each sponsor to store logos, branding guidelines, and promotional materials. Share access to these folders with sponsors and team members to facilitate collaboration and file sharing. Use Google Docs or Google Slides to create sponsorship proposals, contracts, and post-event reports collaboratively. Google Drive's version history feature allows organizers to track changes and revert to previous versions if needed.
 - \$10 per person
 - SM Use: Management of entire sponsorship program
 - www.google.com
- ★ Google Forms - Google Forms is a web-based tool provided by Google that allows users to create customizable online forms and surveys for various purposes. It offers a simple and intuitive interface for designing forms, collecting responses, and analyzing data.
 - Free
 - SM Use: Audience Data Collection
 - www.google.com/forms

☐ HIGH DOLLAR TOOLS THAT CAN HELP YOUR PROGRAM

- ★ SponsorCX - It is a complete sponsorship management tool to assist in managing sales, fulfillment, and inventory to maximize sponsorship revenue. It also has an app to help with Recaps while onsite.
 - Custom pricing
 - SM Use: Asset, Contract, Billing, and Recap Management

- www.sponsorcx.com
- ★ Sponsor United - SponsorUnited is a platform that specializes in sponsorship intelligence and analytics. It offers tools and data to help brands, sports teams, organizations, and agencies identify sponsorship opportunities, evaluate the effectiveness of sponsorships, and make informed decisions about their sponsorship strategies.
 - Approximately \$5,000+
 - SM Use: Sponsor Contacts and Spending Level
 - www.sponsorunited.com
- ★ Sponsor Fee Pro - Sponsor Fee Pro combines the knowledge of experts with the details of your unique event, venue, or organization to provide you with an accurate price for your sponsorship packages. Will help in giving you ROI numbers and Valuation Reports.
 - \$1,545
 - SM Use: Valuation and Pricing

□ **QUESTIONS? Email Info@greencactusca.com.**

SELL YOUR EVENT! TEMPLATES:

Unlock the full potential of your sponsorship and event management endeavors with our comprehensive downloadable template pack. This pack equips you with essential tools to streamline your processes, maximize your reach, and enhance your partnerships. Inside, you'll find a range of meticulously crafted resources, including:

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| ● Sponsorship Sales Process Outline | ● Prospect Follow Up Trackers |
| ● Sponsorship Checklist | ● Prospect Questionnaire |
| ● Event Marketing Worksheet | ● Proposal Template |
| ● Asset Audit Worksheet | ● Tiers and Levels Deck for Non-Profits |
| ● Inventory Management Spreadsheet | ● Agreement Template |
| ● Audience Demographics Survey | ● Fulfillment Tracker |
| ● Audience Lifestyle Survey | ● Due Dates Template |
| ● Strategies For Collecting Audience Data | ● Debrief Questionnaire |
| ● Event Sales Deck Template | ● Recap Template |

With these versatile templates at your fingertips, you'll be equipped to elevate your sponsorship strategies, optimize your event management processes, and forge successful partnerships with confidence!

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