

Oregon Festival & Events Association Annual Conference  
**Sponsorship Activations: Crafting Assets That Land Lucrative Deals**  
2024 Presentation Outline

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

- ★ [See attached page]

☐ **WHY SPONSORSHIPS? & WHAT IS AN ACTIVATION?**

- ★ Why Sponsorships? Sponsorships not only benefit your event monetarily, but they can also benefit a brand. Associating a brand with a successful event can create strong emotional experiences that induce customer loyalty.
- ★ What is an activation? The “set up” that the sponsor has at the event or the way that they exploit or market to the event audience or patron.

☐ **WHAT IS YOUR PROSPECT TRYING TO ACHIEVE?**

- ★ What are their Sponsorship Goals? What are they hoping to achieve from their sponsorship of your event?
- ★ Can they share an example of a sponsorship they considered successful?
- ★ How will they measure the success of their sponsorship?
- ★ Do they have a separate budget that can be used for the activation?

☐ **FORMULATING AN ACTIVATION STRATEGY THAT DRIVES RESULTS**

- ★ Once you understand what the brand is trying to achieve and how they will measure that success, you can start to build a strategy that will drive the intended results.

☐ **FIVE COMMON TYPES OF ONSITE ACTIVATIONS**

- ★ Sampling or Product Education
  - Sampling or product education is one of the most common ways sponsors activate at events. It’s how a brand can get its product in the hands of new customers.
    - Make sure that your sponsor isn’t sampling something that is in direct competition with the brand you are selling. There are a few exceptions to this rule when it comes to certain events like food festivals but in general sponsors do not like sampling of competitive products.
    - Know what your state and local laws are on food and drink sampling and what permits your sponsor will need.
    - Food isn’t the only thing that can be sampled.
- ★ Social Worthy Activations
  - The purpose of the onsite activation is to generate social-media buzz.

- Easy go-to idea is some kind of photobooth or photo activation or a hybrid of an onsite and social media contest.
- The photo booth technology is now easy and affordable, and you can go as big as a green screen with imposed images that the patron chooses or as simple as a photobooth app, an iPad, and a cool interactive photo opportunity.
- The key to this kind of activation is to make it easy for your patrons to be able to upload to their social channels and have your event and sponsor either tagged in the photos or include a hashtag.
- Creating fun places for people to take photos is a great way to incorporate sponsors and garner some social-media attention as well.
- ★ Exclusive Experiences
  - Creating one-of-a-kind or exclusive experiences that your sponsor can provide to patrons is another effective way to activate.
    - Exclusive experiences are the one thing that are unique to your event. No other event can create the same experience that happens at your event, which is why they are coveted.
    - Things like VIP areas, sponsor areas, special stage viewing areas, and tasting areas are not new ideas, but you can develop them to be special to your event and your sponsors.
- ★ Lead Generation / Data Capture
  - This is where they create an activation where one of the main objectives is to collect the patrons' information. This is most commonly seen with automotive, home improvement and vacation brands.
    - If done well, the activation usually provides something in exchange for this information, like a gift that the patron can walk away with immediately.
    - Capturing the info through a enter-to-win prize drawing. Develop this kind of activation for a sponsor by providing them with the prizes or gifts for their data captures.
    - Capture info is through activities. Patrons sign up with their info in exchange to participate in an activity, such as taking a photo in a cool photo booth! See what I did there? Or maybe it's riding a Ferris wheel, or using the charging station.
- ★ Apps and Augmented Reality
  - Event apps provide sponsors with direct engagement opportunities with attendees. Through interactive features such as sponsored notifications, ads, gamification, or sponsored content, sponsors can effectively engage with attendees and promote their products, services, or messages.
    - If your event involves multiple days, stages, and programming, an app could be a perfect way to engage your attendees and activate sponsors.
    - Not all audiences are created equal; if your audience skews older, an app activation may not fit. If you have a music festival with multiple stages...you should get an app!
    - 
    - Event apps generate valuable data and insights about attendee behavior, interests, and preferences. Events can leverage this data to understand

their audience better, tailor their marketing strategies, and use this to help them gain future sponsorships.

## □ **UNIQUE ACTIVATIONS**

★ Let's look at some examples and case studies!

- Country Fan Fest & Chartway Credit Union:
    - Sponsor Objectives; To build on brand awareness, to make current members feel special, and to encourage new accounts to be open.
    - Events Strategy; Brand awareness through signage, marketing, and social contests, and members received special perks such as free parking, access to a viewing area next to stage, special ticket price discount, branded ATM's, no ATM fees for members and inclusion in special contests.
  - Kilby Block Party & Thread Wallet:
    - Sponsor Objectives; Generate brand awareness by aligning itself with an event that has an elevated cultural awareness, generate more social followers, and to become more relevant to the events fan base.
    - Events Strategy; Align the brand with the event by doing a collaborated social contest with a great prize, and require following the brand part of entering the contest.
    - Results: With one strategic post 8,319 comments and 4,562 likes. Over 3,500 of the comments were done within 30 mins of the post.
  - Country Fan Fest & Jack Daniel's:
    - Sponsor Objectives; To build on brand awareness, create a fun activation with a vibe, and to have an interactive activation without having to build it out or provide staff beyond brand ambassadors.
    - Events Strategy; Brand awareness through building an open-air saloon and creating a relaxing and fun area for patrons to enjoy. Taking on the burden of building and sourcing the saloon assets was the most significant part of this activation. We sourced most of the stuff through eBay and asked the brand to send us branded items; we purchased furniture through amazon and had decals printed through K2Creative to create branded furniture. We spent about \$1000 total.
  - Kilby Block Party & LEXUS:
    - Sponsor Objectives; To align with exclusive experiences, provide something special to Lexus owners, and to collect patron info of those who might be interested in buying a Lexus.
    - Events Strategy; Tying Lexus to VIP gives them that exclusive feel they were going for, giving Lexus owners a fast lane to enter through if they had their Lexus Key Fob with them and free parking gave them something special, and doing a VIP Lexus enter-to-win contest allowed Lexus to contact those who wanted to hear more about buying a Lexus.
- ★ Photo Opportunity: Photo Op's & Photobooths are an activation go to!
- ★ Brand Activations: Taking a look at how the pros activate.
- Dunkin Donuts x Lollapalooza - 2023

- The Dunkin' Rhythm Room included a two-story structure for guests to enjoy. Guests who downloaded the Dunkin' Awards app before the festival were granted access to the activation's rooftop lounge, where they could sample free treats including butter pecan iced coffee and blueberry cake Munchkins. Right outside of the activation was a branded swing decorated with pink doughnuts for a colorful photo opportunity.
- Audible x Sundance Film Festival - 2024
  - At the Audible Listening Lodge attendees could visit the branded space that offered scenic views of Park City, fireplaces, light bites and beverages, and a selection of Audible projects presented in vibrant orange listening gondolas.
- T-Mobile x Austin City Limits - 2023
  - At T-Mobile's Club Magenta guests enjoyed perks like side-stage access to the T-Mobile Stage; custom chain-stitched garments; a dedicated bar; private restrooms; and a shaded lounge area to chill out, charge up, and watch artists from a giant LED screen.

## ☐ **SUCCESSFUL ACTIVATIONS**

- ★ Listen to the prospect and what their goals for the sponsorship are.
- ★ Build a strategy for activation that will help the prospect achieve their sponsorship goals.
- ★ Be creative when needed!
- ★ Follow through and recap with the sponsor after the event to see if the activation was successful.

## ☐ **QUESTIONS? Email Teresa at [Info@greencactusca.com](mailto:Info@greencactusca.com)**

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| ● Event Marketing Worksheet                  | ● Proposal Template                     |
| ● Asset Audit Worksheet                      | ● Tiers and Levels Deck for Non-Profits |
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