



Taking Your Sponsorship Program Virtual

Aaron Wolowiec

CEO

Kara Nacarato

Director, Development & Special Initiatives

A photograph of a yellow door set in a dark wood wall. To the right of the door is a lit lantern. The word "welcome" is overlaid in white text on a dark horizontal band across the middle of the image.

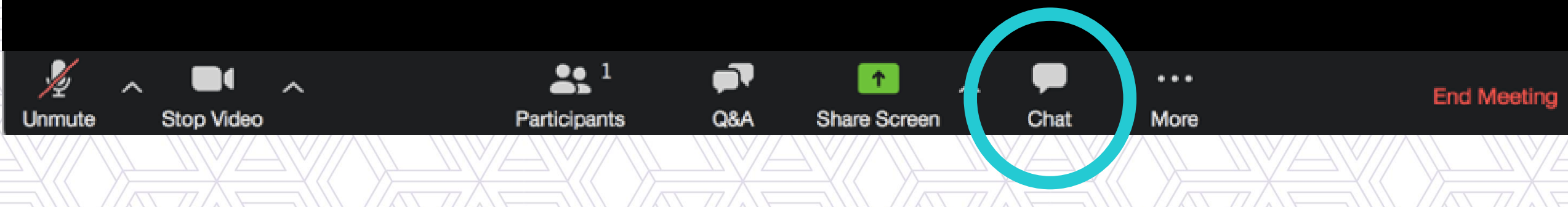
welcome

Ask questions of the presenters and moderators using the Q&A feature.



Engage with all participants using the chat feature.

When the chat window pops open, it may default as sending only to “panelists” or “host.” To chat with everyone, toggle the drop-down to “All attendees + panelists.”





introductions



EVENT
GARDE



Aaron Wolowiec

he, him, his

Learning/Meetings Strategist

Certified Facilitator/Mentor Trainer

Author, Coach & Speaker



EVENT
GARDE



Kara Nacarato

she, her, hers

**Director, Development &
Special Initiatives**



EVENT
GARDE



Lindsay Gross

she, her, hers

Certified ToP Facilitator

Mentor Trainer



housekeeping



Housekeeping

- We are recording today's webinar (1 – 2 p.m. ET)
- Don't worry; we can't see or hear you!
- We come in the spirit of sharing (e.g., PPT, links)
- You're welcome to take screenshots
- We hope you will consider sharing your insights and resources, as well
- Please ask questions throughout the webinar; we will take as many as we can
- This session is approved for 1 CAE credit

Ground Rules

- Make Space for Discomfort
- Take Space
- Both/And
- Profound Respect
- Be Here Now!
- Take Care of Yourself



**YOU
GOT
THIS**



Introductions

In the chat box, share the following as a single post:

- Name
- Pronouns
- Role (formal or informal)
- Share with us your biggest sponsorship concern in the current environment

Reminder! Check the chat box “To:” section and toggle it so that it sends your chat to “all attendees + panelists.”

A stack of books is shown on a dark surface. A pen with a blue and silver body lies across the top book. The top book's cover has the URL 'www.hilalfoods.com' printed on it. A semi-transparent dark horizontal band is overlaid across the middle of the image, with the word 'agenda' written in a white, lowercase, sans-serif font.

agenda

Agenda

- Current and Future State of Your Sponsorship Landscape
- Managing Sponsor Expectations through Effective Communication
- Virtual Sponsorship Packages and Deliverables
- Virtual Sponsorship Recognition
- Q & A / Wrap Up

A person is shown from the chest up, holding a large, glowing white sphere that resembles the moon. The sphere is held in front of their chest with both hands. The background is dark, filled with numerous out-of-focus, warm-toned lights that create a bokeh effect. The word "landscape" is written in a large, white, sans-serif font across the center of the image, overlaid on a semi-transparent dark horizontal band.

landscape

Current & Future State of Sponsorships

- COVID-19 has significantly impacted sponsorships
- Organizations are struggling to “make good” on sponsorships
- No consistent standard for reconciliation
- Sponsorship spending is down
- Uncertainty and caution from sponsors
- Increasing reliance on social and digital products



Current & Future State of Sponsorships

According to *IEG Outlook 2020*, top concerns of sponsorship decision-makers:

- Member comfort of attending events
- Lost revenue and budget cuts
- Messaging sensitivity
- Length of down time
- Scheduling conflicts
- Industry job loss



Current & Future State of Sponsorships

- Harder to get in touch with decision-makers
- Sponsors seeking assurance re: value/deliverables
- Shifting sponsor dollars vs. refunds
- Sponsors unable to pay/delayed payments
- Need to identify new sponsor prospects
- Extended sales cycle
- Revise/scale back sponsorship revenue projections
- No “crystal ball” to know when it will end

Sponsorship Categories & Challenges

- **Events – Virtual, Hybrid, In-Person**

- Cancelled
- Postponed
- Reimagined

- **Publications**

- Delayed
- Quickly converted from print to digital
- Failed delivery (print/electronic)

- **Membership**

- Renewals on hold
- Recruitment delayed



communication

Managing Sponsor Expectations through Effective Communication

- Connect with the decision-maker
 - This may be a new contact/multiple contacts
- Communicate early and often
 - Make sure they hear from you first versus via passive communication
 - 1:1 calls/video chats to top customers/sponsors
 - Avoid the mass email, whenever possible
 - You do not need to have all the answers
 - Establish a timeline for regular updates/follow up

Managing Sponsor Expectations through Effective Communication



- Engage sponsors in the solution
 - Establish “buy-in” early on
 - Collaborate vs. sell
 - Involve key stakeholders
 - Host small focus group/ brainstorming session
 - Include their marketing teams
 - Seize the opportunity to reinforce relationships

Managing Sponsor Expectations through Effective Communication

- Understand sponsor expectations
 - What do they want/need?
 - What have they received elsewhere that they've really enjoyed/benefited from?
 - Educate/coach them on what to expect
- Help sponsors understand activation
- Develop and share a success outline/guide
- Gather/act on continuous sponsor feedback
- Follow through with fulfillment reports
 - [Blog post](#)



deliverables



Don't try to keep all your deliverables
the same.

Virtual Sponsorship Packages & Deliverables

- What can you sell?
 - Start with a full inventory list
 - Curate a manageable/ impactful list
 - Be prepared to customize to meet sponsor needs
 - Make choices easy for sponsors
 - Set pricing according to actual costs, target margins, competition, and current market conditions



Virtual Sponsorship Packages & Deliverables

- What does your technology platform support?
 - Virtual backgrounds
 - Selfie photo frame
 - Banners
 - Tickers
 - Watermarks
 - Polling/survey functions
 - Virtual exhibits
 - Directory with links
 - 1:1 networking
 - Breakout rooms
 - Registration questions
 - Event mobile app
 - Virtual tote bags
 - Logos

Virtual Sponsorship Packages & Deliverables

- Break up the event schedule
 - Slide show with sponsor logos
 - Brief videos
 - Short interviews
 - Sponsor thank you from “virtual” podium
 - Sponsor to introduce speakers
 - Sponsor can serve as a panelist/ moderator
 - Happy hour hosts



Virtual Sponsorship Packages & Deliverables



- Educational content sponsorships
 - Webinars
 - Sponsor can deliver a webinar with educational content for members
 - Pre- or post-event webinar
 - Sponsored article/whitepaper
 - Advertorial
 - Blog post

Virtual Sponsorship Packages & Deliverables

- Interactive activities & experiences
 - Games (virtual bingo)
 - Quizzes, polls, surveys
 - Cooking/cocktail demonstrations
 - Social hours
 - Virtual escape rooms
 - Magicians
 - Musicians
 - Comedians
 - Virtual puzzles



Virtual Sponsorship Packages & Deliverables

- Promotional Items (embracing the current environment)
 - Face masks
 - Hand sanitizer
 - No-touch key tags
 - Swag – to send to attendee homes
 - Gift cards and discount codes for online purchases (eliminates shipping costs)



recognition



Virtual Sponsorship Recognition

Events

- Before, during and after

Publications

- Digital – website, emails, social media, blogs, podcast, video
- Print – direct mail, journal, magazine, periodical
- Print/Digital – annual report, press releases, newsletter, directory

Membership

- Membership mobile app/web pages
- Recognition during annual business meeting
- Letter to membership



A collection of wrapped gifts in various colors (red, purple, yellow, pink) with ribbons, overlaid with a semi-transparent grey banner containing the text 'wrap up'.

wrap up

Virtual Chat

Thursday, June 11

1 – 2 p.m. ET

Invite forthcoming



MacBook Pro

Blog Posts

eventgarde.com/blog

January:

Health and wellness

February:

Facilitation methods

March:

Instructional design

April:

Creative adaptation in times of change

May:

Marketing and communications

June:

Event/systems technology





Thank
you





eventgarde.com/team