

The Magic of Woo

How to Turn Strangers into Sponsors Who Book You,
Buy Your Products, and Build Your Business

W.O.O.: Winning others over

WOO-WOO: Follow your intuition and energy bursts. I found my first sponsor through an airport bookstore stockperson.

FINDING SPONSORS

Read USA Today and The Wall St. Journal. Find out who is sponsoring celebrities and charitable events. Look for similar companies in your local area and suggest a similar event using your products and services

- www.sponsorship.com (they have an annual convention and regional workshops)
- Websites, newspapers
- Trade Shows for groups you're already speaking to
- Telemarketing

Potential Sponsors for your topics and products

1. _____
2. _____
3. _____
4. _____
5. _____

WOOING SPONSORS Three elements

RELATIONSHIPS Build them; Don't underestimate the time it takes and the right person

Three people you already know to call for potential sponsorship connections

1. _____
2. _____
3. _____

Presented by Mary Marcdante, Speaker/Author, NSA member since 1987
Helping People Stay Inspired, Enthusiastic, and Healthy in a Changing World
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BENEFITS: It's not your message that counts, it's your brand/promotion opportunities. Remember WIIFT – what's in it for them? What benefits will impact their bottom line exposure to their target demographics?

- | | |
|---|---|
| <input type="checkbox"/> Dedication page in your book | <input type="checkbox"/> Mailing lists |
| <input type="checkbox"/> Audio introduction on your CDs, audiotapes, or DVD | <input type="checkbox"/> Booth at event |
| <input type="checkbox"/> Logos in printed brochure | <input type="checkbox"/> Media coverage |
| <input type="checkbox"/> Website link, web page | <input type="checkbox"/> Market research |
| <input type="checkbox"/> Demographics (audience) | <input type="checkbox"/> Company Tours |
| <input type="checkbox"/> Banners | <input type="checkbox"/> Sponsor networking event |
| <input type="checkbox"/> Introductions | <input type="checkbox"/> Signing /photo ops |

- _____
- _____
- _____

PROPOSAL: include audience demographics and case studies

Don't give up, FOLLOW UP! My first sponsor contract was signed one year after the initial contact. The tour took place 18 months after my initial connection and included 17 phone calls to different people to get to the decision-maker. A six-figure two year contract was well worth the effort! Keep building those relationships.

KEEPING SPONSORS

Before your tour or product outreach is over, be thinking about the next event, product, or service you can offer and follow up immediately after your event. Remember, don't give up, FOLLOW UP! Thank-you notes, recommendations, a discounted or free program for sponsor are all appreciated.

"Sponsors don't launch you, they turbocharge you. They're not interested in launching anybody new, they're interested in leverage."

~ Vickie Sullivan, [www. SullivanSpeakers.com](http://www.SullivanSpeakers.com)

Contact Vickie for sponsorship coaching and marketing

"The biggest issue for speakers is a lack of clear benefits to the sponsor."

~Eddie Leigh, NSA Speaker

Eddie Leigh is one of NSA's sponsorship experts. Visit his website and click on the NSA Logo for his powerful tips on working with sponsors. www.edwardleigh.com

Contact NSA-SD's AudioMaster for a CD copy of this program: misterdave@aol.com

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Phone Interview Comments from Vickie Sullivan (www.vickiesullivan.com)

- Sponsoring speakers is new in sponsorship.
- Find the hidden markets to enter sponsorship world.
- Major sponsorship conference in March
- Power of 6 degrees of separation;
- Sponsorship – relationship and personal introduction. Hard to walk in
- Sponsors are deluged with offers to take money from them. Fall by the wayside just from volume.
- If you're in sales, the VP of Sales is golden
- Open up and be okay with other options than a speaker. As long as the checks cash! Doesn't always have to be a speech. Could be product, your name.
- You're not attractive because you're a speaker or necessarily your message. You're attractive because: 1) They see leverage in your expertise, ex. Health and fitness – health fairs, 2) Your reputation in your marketplace. It's not about the speech. Your speech is an outlet. Association doesn't have money but the sponsor wants that market.
- Don't see sponsorship as your future marketing arm. See it as the new bureau. "If I could just get a bureau" (same with sponsors). See it as one of several revenue streams. Won't help bad marketing, bad strategy, and bad speaking.
- Sponsors turbocharge you, they don't launch you. They're not interested in launching anybody new, they're interested in leverage!
- Make your proposal idiot proof. Sponsors are used to hype. You can show how you'll hype the event, but there needs to be a solid business case on the value of our audiences.
- If you've done this before, include: "Here's how many people I've spoken to before, here's how I can reach your target market. Their average income is..." Include statistics and research about your audience.
- Put the data in...from the association websites. Check the advertising rate cards of associations.
- Still see "good old boy deals" as the main source of sponsorships.
- How can I help you? Mention my name often and loudly.

From: Jean Gatz [mailto:jean@jeangatz.com]
Sent: Friday, January 09, 2004 9:08 AM
To: mary@marymarcdante.com
Subject: Re: Request for 3 tips for NSA program on sponsorship

Hi, Mary - Here are some of my strategies:

1. I put a sponsor guide in each packet I send out, behind my fee schedule. It contains a 'script' page of ideas the client can use to sell me to their vendors or exhibitors at the conference where I will be speaking. I don't send my script to other speakers because everyone's has to be different. When you create your own sponsor guide it helps you differentiate yourself from everyone else in the market place. It is one that fits who you are and what you do.
2. Ask yourself - what are 8 or 10 sentences you could use to describe yourself as a valuable asset to this group? I took most of my sponsor 'credibility comments' from my bio on my website. So what would help you sell you to them? What can you say about your past track record or experience that establishes credibility with potential clients and sponsors?
3. I send them a list of companies that will get their creative juices flowing for ideas. For sponsor ideas, go through the Yellow Pages and create a list of vendors that would be likely to sell to your clients. These are the types of vendors you would recommend to them. While they may not do business with ABC Printing Co., they may do business with another, similar vendor (XYZ Printing Co.) So give them as many ideas as you can to spark their creativity. Check your local paper when there is a big event being held, and see who the sponsoring companies are. Go through the conference brochures when you speak somewhere and keep track of who the sponsors are for various parts of that event.
4. Then think of what you could do to sell value for the sponsor - why would they want to help sponsor you? What's in it for them? Put in a "benefits" page for the sponsor. Many speakers offer to do a short mini-workshop for the vendor's reps who are at the convention, or even a mini-workshop for them at their office if there is one in your hometown. That is going beyond signing books at their booth, etc.

Hope this adds value to your program. My website is www.jeangatz.com. Good luck!
Jean

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