



WELCOME TO
THE 2019 FRPA
CONFERENCE!

LEARNING OBJECTIVES

- Recognize when you have a need for a sponsor
- Identify three places to find sponsor candidates
- Identify at least three reasons why businesses sponsor
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Why do we need Sponsors?



- Lack of funding
- Enhance a program or event
- Build community spirit
- Create a new program or event

Why do we need Sponsors?



Facility events will have smaller cash or in-kind needs but the process is similar. I will be happy to go with you on your first sponsor solicitation/meeting.

Sponsorship dollars are the net profit; use your budget line to build the program or Managers will need to massage budget lines to properly fund.

New programs that do not have a budget may need to access some sponsor funds but not all.

Where do you find the right sponsor?



Personal network
Peers and other professionals
Chamber of Commerce
Other local events
The relationship between the sponsor prospect and the event target market is important.

Why do businesses sponsor?



Increase brand loyalty
Sponsors create loyalty by associating their product or service with issues, events or organizations their customers care about. Very important to know for large requests.

Why do businesses sponsor?



Create Awareness & Visibility

The wide exposure in electronic and print media provides a vast publicity opportunity

Showcase product benefits

Purpose of illustrating the benefits of one's products such as various technologies.

Why do businesses sponsor?



Differentiate product from competitors

Provides a competitive selling advantage because at times exclusivity is offered and therefore the sponsor corners the market.

If one adds activation enticements such as discounts, tickets then the sponsorship becomes a value added promotion.

Recreation Facility Sponsor Information



Businesses that directly compete with Largo Recreation, Parks and Arts programs or events will be excluded as a sponsor. Do not approach them or entertain proposals.

There is NO exclusivity at this time

Definition & Points of Interests



Sponsorship – a cash or in-kind product or service offered by sponsors with the clear expectation that an obligation is created. We are obliged to return something of value...typically recognition and/or publicity.

Sponsor – an entity that pays for the right to promote itself

Partner – cooperative venture between two or more parties, combining resources, with a common goal and mutually beneficial

Donation – no restrictions or expected benefits

Definition & Points of Interests



Activation – marketing activity a sponsor does above and beyond the sponsorship fee to achieve success ie:

Free phone for a limited time

Courtesy rides in a Jaguar

Definition & Points of Interests



Exclusivity – the right of a sponsor to be the only company within its product or service category associated with the program or event.

Exclusivity and onsite signage are the top two preferred sponsor benefits. Others include access to a mailing list or database, presence on web site.

Definition & Points of Interests

In-kind Sponsor – payment in full or partial in goods or services rather than cash.

According to a 2002 Cone/Roper report, 84% of U.S. adults said they would be likely to switch brands to support a product associated with a cause they cared about;

Demographics, attendance and fan passion are important characteristics that a sponsor reviews for decision making.



How to start a Conversation

F – Family

O – Occupation

R – Recreation

M - Money



Getting a Yes



Prepare to receive several no's – No means next

Buy in from CEO – image, target market, timing, affordable, make visible

Exclusivity (helps for larger asks)

Return on Investment (ROI) – impact on sponsor's business and objectives

Activation – collecting names to follow-up, product branding, community image, partnership/marketing opportunities

The Sponsorship Proposal



Relationships are the key. If you know the individual well, a phone call may suffice;

Based on the program/event and the cash sponsorship request, a simple email may suffice;

Otherwise, create a presentation request

The Sponsorship Proposal



Executive Summary:

Organization, project location, date, target audience, expected attendance, impact on local, regional or national level, budget scope

Case for Involvement

Short, general explanation as to why the sponsor should consider investing, actively participate in shaping the activity, actively promote its involvement

The Sponsorship Proposal



Organization Description

An informative description which gives a brief overview of the organization, its mission and operations ...let the sponsor know who you are and what you are about.

Project Description

Brief overview about the vision, objectives, and any major support activities

Summary



Do not worry about the no's

Go get your Yes

Know the company

Create a good proposal

Dress appropriately

F.O.R.M.

Under promise and Over Deliver!

Sponsor Policy Examples



City of Raleigh Pks & Rec Resolution 681

Branson, Missouri Parks & Recreation

City of Boynton Beach, Florida

Town of Jupiter, Florida

City of Oldsmar, Florida

City of Largo, Florida

City of Wellington, Florida



LARGO
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PlayLargo.com



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FOR MORE INFORMATION ABOUT THE FLORIDA RECREATION AND PARK ASSOCIATION VISIT FRPA.ORG