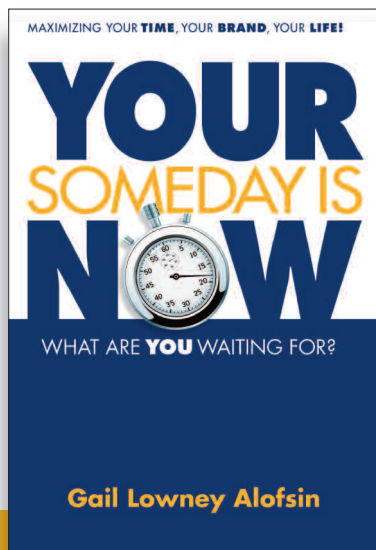


SPONSORSHIP 360

IT'S ALL ABOUT THE CUSTOMERS, SPONSORS,
ATTENDEES AND OTHER STAKEHOLDERS

Presented to: Florida Recreation and Park Association
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Achieving sponsorship excellence commences with customer service on the forefront of your sponsorship & experiential marketing plan.

360 DEGREES – WHO’S ON FIRST?

Everyone is in sales!

The importance of all stakeholders – the sponsors, attendees, vendors, communities, etc....

BRAND YOU!

“Brand YOU is mainly about old fashioned, time consuming development of human connections.” – Tom Peters.

- ▲ What is the word on the street about you?
- ▲ Your reputation.
- ▲ Your track record.
- ▲ Birthday cake and sunscreen.

ENGAGEMENT.

- ▲ The more things change, the more they stay the same.
- ▲ Connection Points: Signage, tickets, hospitality, parking, clothing
- ▲ Opportunities?

SOMETHING OLD, SOMETHING NEW.

“You can’t just ask customers what they want and try to give it to them. By the time you do this, they want something new.” – Steve Jobs.

- ▲ Beyond booths and banners
- ▲ Relevance and ROI
- ▲ IEG report
- ▲ Sponsorship case studies
- ▲ Social media
- ▲ Got Data?

SOMETHING BORROWED.

- ▲ Whiteboard sessions
- ▲ Attend/Research other events, venues, recreation and park programs
- ▲ Conference friend resources

NO IS NOT NEXT.

- ▲ Schedule “touchpoints” with your clients (past and current)
- ▲ Stay in touch with prospects
- ▲ Activation ideas
- ▲ Sponsorship articles
- ▲ Top of mind. Position yourself as the expert.

THE SALE BEGINS AFTER THE SALE.

While “the sale” begins prior to the contract being signed, the real sale begins once it is signed.

- ▲ Extend the ROI prior to, during and after the event
- ▲ Brainstorm: Contests, Retail extensions, street team, social, etc.

“TRADITIONAL” IS THE NEW BLACK.

- ▲ Thank you note.
- ▲ Recap report.
- ▲ Pick up the phone!
- ▲ The “Power of gratitude.”



Gail Lowney Alofsin is a keynote speaker, author, adjunct professor and business executive. Her book, *Your Someday is NOW – What are you Waiting For*, focuses on becoming your best you. Since being published in April, 2014, it has raised over \$35,000 for non-profit organizations. A lifelong student and humanitarian, Gail believes that we all have the capability to be a leader in our own lives, influencing the lives of others for positive peak performance and success. To inquire about booking Gail to present for your conference or corporation, please call 401-640-4418 or email gail@gailspeaks.com. Follow Gail on twitter: @gailalofsin and visit her websites: gailspeaks.com and gailalofsin.com.

