

Using Corporate Sponsorships to Create Wealth and Steady Bookings A Step-by-Step Guide to Success!

By Edward Leigh, M.A.

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I. Before We Contact Sponsors (Know What You Want!)

Develop a one- to three-page proposal, customized to their needs. Include:

- Sponsor benefits.
- Your role (e.g., date, time and location of program).
- Sponsor role (what is expected of the sponsor).

II. Traditional Clients vs. Sponsorship Clients

Definition:

- Traditional clients: Company ABC funds you to do a program for Company ABC.
- Sponsorship clients: Company ABC funds you to do a program for Company XYZ.

Approach:

- Traditional clients are interested directly in our program – they want to know about our speaking skills. Traditional clients want to see our demo videos, one sheets, etc. (Traditional clients job titles include: education director, training coordinator, etc.)
- Sponsorship clients are indirectly interested in our program – they want to know about “exposure to their target market.” (Sponsorship client job titles are usually marketing positions.)

III. Direct vs. Indirect Sponsorship

- Direct Sponsorship is when you go directly to a company and request sponsorship.
 - Talk with the person who is responsible for sponsorships --- usually within the Marketing and/or Public Relations Division.
 - Make it a warm call! Get the person’s name from visiting the sponsor’s store, booth at a trade show, etc. Experiment with key words on search engines.

III. Direct vs. Indirect Sponsorship

- Indirect sponsorship is when you suggest to an organization that they can go to a company and request sponsorship. This is very helpful when an organization wants to bring you in but has no funds. Help them get the funds!
 - Be sure to give them tips on talking to potential sponsors! (review benefits)
 - Find out who is pitching to them and have your program as part of the deal (e.g., A school textbook company can sponsor your program in return for the school buying their materials).

IV. How to Find Sponsors

- Think about organizations that want exposure to your audiences. Some examples ...
 - Pharmaceutical companies want exposure to healthcare professionals.
 - Nutrition bars companies want exposure to fitness/wellness professionals.
 - Textbook manufacturers want exposure to education professionals.
- Review brochures and newsletters to see who is sponsoring programs. This is a very valuable source of possible leads.
- Attend events in your industry to meet potential sponsors. (If you are speaking at an association meeting and there is an exhibit area – visit the exhibitors!)

V. Sponsorship Benefits

Develop a list of benefits to the sponsor. Some examples ...

- Sponsor information (e.g., logo) in print materials, such as:
 - Handouts
 - Newsletters
 - Advertisements
- Sponsor information (e.g., link) in electronic materials, such as:
 - Emails
 - Websites
 - E-zines
- Booth at program for literature and/or product demonstration.
- Recognition at program (invite company rep to stand).

V. Sponsorship Benefits

- Opportunity to network with participants.
- Distribution of company items (e.g., pens, cups, etc.).
- Display banner at function (company usually has this already).
- Certificate of appreciation.
- Attendee list (if appropriate).
- Media pitches.

VI. Novel Types of Sponsorship

- Companies can sponsor our products, in addition to our programs. The products could be your current products or specifically-made products for this particular event.
- Companies can hire us as a company spokesperson to present programs for their clients or appear in media campaigns.

Excellent Resource!

www.sponsorship.com

The website has excellent information about the sponsorship. There are Q & A forums, news sections, in addition to products. This is the one-stop sponsorship site!

Edward Leigh Biography

Edward Leigh helps create positive workplaces to energize people and increase productivity. His clients benefit greatly from his practical tips to develop top-performing people. His high-energy style and useful ideas make him the perfect choice for your next program. He presents programs for hospitals, corporations, schools, government agencies and a variety of associations. He is featured in the books, *Secrets of Superstar Speakers* and *Triumphs of the Human Spirit*. He is often called upon to share his expertise, including an interview with Katie Couric on The Today Show. His clients include: the Cleveland Clinic Foundation, Ernst & Young, Merck, NASA, Marriott Hotels and National City Bank.

Edward Leigh presents programs at NSA Workshops and Conventions, in addition to speaking at Chapter Meetings. NSA Chapters invite him to present his half-day corporate sponsorship program.

NSA Members and their Successful Corporate Sponsorships

Christine Clifford, CSP Christine@CancerClub.com

I have two corporate sponsorships for my healthcare-related programs: I serve as a Spokesperson for HealthEast Care Systems, a full service hospital based healthcare system, and as one of the eight "Visions of Hope Community Speakers" for AstraZeneca Pharmaceuticals. For HealthEast, I provide programming for their patients and staff throughout the year as well as participate in all media interviews about their services. I am paid a monthly retainer for their services. For AstraZeneca, I provide up to twenty full-paid speaking engagements on their behalf, for which I also provide media coverage, and put up signage, and handout materials regarding their products and/or services.

Carole Copeland Thomas Carole@TellCarole.com

My Empowerment Recognition Breakfast series, held twice per year, is sponsored by a number of Boston area corporations and non-profit agencies. A concept I launched in 2000, it serves as a profitable way of expanding my empowerment message while recognizing outstanding civic activists who have made a difference to the community at large.

My teleclass tapes on sponsorship will help speakers to learn how event sponsorship can successfully be implemented into their business marketing mix.

Kathleen Hassan Inspire@KathleenHassan.com

One of my main teen youth programs is entitled "Our Future's So Bright... We Gotta Wear Shades" and focuses on creating a positive vision for your life and making good choices that lead you in the direction of your goals. After attending Larry Winget's program at NSA and seeing grown-ups climb over each other to win prizes, I came to the conclusion that "people like stuff" and then figured teens would really like stuff! I want to give quality stuff away that anchors my message and I knew sunglasses would be the perfect item to keep teens engaged and participating in the program. I also want them to be excited after the program and every time they see those sunglasses and actually believe that their future will be bright if they believe and take action.

Through networking, I met a woman who is a consultant in the optical business and told her my idea. Within 24 hours she found two optical companies who wanted to partner with me and I went with ClearVision Optical Company as their name and company values were totally aligned with my mission. Not only do they provide sunglasses for my teen programs, but they sponsored me to speak at the Optical Women's Association in Las Vegas, which was part of the Vision Expo West and I have also spoken at their annual corporate sales dinner. I am currently working on a book for teen girls entitled "Miss Understood: Teen Girls in Today's World" which features a teen girl in shades standing on top of the world. I just sent a mock up cover to my sponsor and

will be meeting to discuss more in-depth strategic marketing for the book, as the two o's in understood can also represent the shades in print copy.

Rick Metzger, CSP RicMetzger@aol.com

I have had sponsors for different conventions as well as companies that sponsor my school programs. Through my athletic background and current status as a national and world weight lifting champion, I have been able secure many sponsors, such as York Barbell, Gatorade (Pepsi), PUMA and several others.

One company sponsored me speak to all the students and coaches in the school district that their company is located in. They paid for five presentations (full fee for each) in addition to all my expenses. They also distributed samples of their product to everyone in attendance plus gave me over a substantial product for my personal use! This company said they were more than willing to do this – in fact the President of the company said, "WOW! I am glad you asked. This is our target audience and you got us in front of them -- plus you have a message they need to hear."

Nancy Michaels NMichaels@ImpressionImpact.com

I've worked with sponsors like Office Depot, who sponsor a series of in-store seminars I deliver to their small business customers. I got the sponsorship by attending an annual event they produce called Success Strategies for Business Women, and bid on lunch with the CEO of Office Depot. My \$1,050 investment that went to Count-Me-In, a non-profit organization that gives micro-loans to women business owners bought me a 90-minute lunch meeting with the CEO. I pitched a pilot program and we continued to roll it out this spring.

I also partner with non-profit organizations who obtain sponsorship funding to pay my speaking fee. The key is to highlight and thank your sponsor for their support of your message and make it as valuable an experience for them as possible. I also offer to send tips to the attendees on behalf of my sponsor to make the entire event more of a value-add. It also helps those sponsors to request and capture the data for continued marketing purposes.

Rebecca Morgan, CSP, CMC Rebecca@RebeccaMorgan.com

I've had numerous corporations sponsor me at conventions. The association got the sponsors to pay my fee and expenses. I had a retail pharmacy solicit funds from pharmaceutical companies to pay my fee. And I had one insurance company client pay me to travel to areas they had independent agents and sponsored me to the local insurance association so their agents could get educated on my topic.

Jacqueline Whitmore info@EtiquetteExpert.com

Sprint has sponsored several of my speaking engagements. I am their cell phone etiquette spokesperson. In lieu of the client paying my fee, Sprint pays me directly. During my seminar, Sprint gets to set up a booth filled with their products and brochures. This is a win-win for everyone. The client doesn't have to pay anything, Sprint gets the exposure, and I get the business.