

Leveraging Your Sponsorship

Think of sponsorship activation as a way of “switching on” your sponsorship.

Sponsors who prepare a strategy to maximize their sponsorship report the best results from the experience.

Here are some suggestions:

BEFORE THE EVENT

The pre-event marketing by PBN for the event positions your company as a partner and an industry leader in the eyes of our audience, the decision makers who read us and pay to attend our events.

- Form a relationship with the organizer and ask him or her how the sponsorship has worked in the past. What have other companies tried to do? Were any unsuccessful, and why? What are the organizers' biggest success stories?
- Announce your sponsorship to your employees as well as to the public, on your website and social platforms to create excitement and build support for the event.
- Select key members of your team to attend the event for business development purposes.
- Consider inviting key clients and prospects to the event.
- Preview the supplied attendee list and earmark prospects you want to meet.
- Work with your PBN account manager to make introductions to these prospects.
- Determine if other sponsors could be clients or partners.
- Develop a plan for post- event follow up with attendees.

AT THE EVENT

Take advantage of your company's presence at the event in an environment where your brand is prominently displayed, and you have access to a room full of prospects.

- Arrive early so you are present when others arrive and make the most of the opportunity for networking and meeting prospects.
- Take advantage of exhibit table (if applicable) to provide handouts, informational materials and a creative way to obtain attendees contact information for follow up.
- Assign some of your key employees to sit at tables other than your own to meet prospective clients.

AFTER THE EVENT

Attendees will leave the event with a positive impression of your company, and you will have reinforced relationships with existing clients, helping with customer retention. Your follow up will build on the impressions created at the event.

- Conduct a post-event meeting internally with those who attended for feedback and review follow up steps.
- Send company literature and/or a special offer to everyone on the attendee list supplied by PBN.
- Invite your key prospects to meet with you or attend a presentation at your office.
- Publicize your sponsorship by sending press releases to trade groups and publications.
- Build on your success and secure your sponsorship by taking advantage of your right for first refusal on renewal of your sponsorship for next year.

