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## *Why Sponsor?*

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*Everything starts with determining your goals.*

*When you sponsor an event your focus should always be on the quality rather than the quantity of brand impressions.*

*Every event provides an experience. The key is to partner with events that provide an experience people will associate positively with your brand and further characterizes and adds depth to your brand.*

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### **1. Put your business front and center.**

*Sponsoring an event gives your business authority in your industry and this boosts your credibility.*

### **2. Get in front of your target market**

*If the event you're sponsoring is a good fit, you'll have access to hundreds of people in your target market, who you can build relationships with.*

### **3. Brand awareness & media exposure**

*Event sponsorship also gives your brand the opportunity to generate awareness, boost the perceived image of your business and gain media exposure. The key to achieving great brand awareness is familiarity. The more your brand name is associated with positive experiences or emotions the stronger your brand awareness will be.*

### **4. Increase your reach and exposure to new clients, customers and businesses**

*Events don't just have the audience in the room. The event is promoted on social media, in newspaper and digital advertising, and emails. As a sponsor your name and logo will be used during these outreach campaigns. It will also be used when approaching other businesses for sponsorship - again increasing your reach and boosting your authority in your industry.*

### **5. Reconnect with customers**

*You will have the opportunity to connect with some of your current customers by sponsoring an event. This will give you a great chance to reconnect and get feedback on how your service or product is performing.*

### **6. Generate strong leads**

*Events are a great way to generate quality leads. But new leads don't just magically appear from sponsoring the event. You need to follow up with event attendees and stand out amongst the crowd.*



*Sponsoring an event can be well worth the investment if you are clear about your goals. A well-planned event presence can generate quality leads, deliver great ROI, increase your brand reach and exposure, put you in front of your target market and best of all, build your brand's authority.*

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