



How to Get “Top Dollar” From Your Event Sponsors

By Darlene Lyons

Selling sponsorships doesn't have to be difficult. Before building an offer for sponsors or exhibitors, I always ask myself, “What's in it for *them*?”. I then build my presentation around *their* show or event goals.

Here are a few tips you must consider when planning your next sponsor presentation:

1. **Give Them Value.** They want contact with as many qualified prospects as possible. Tell them how you plan to maximize their company's presence. Attendance projections with last year's actual attendance figures, the length of the show, additional options, premium display space, trade show bulletin recognition, banner presence and more are all valuable opportunities to present.
2. **Tell them about your attendees.** Give them profiles, buying habits, virtually any information to help show them you have a valuable opportunity for them to make sales.
3. **Give them options.** Experts say that shows with 50 booths or less one must offer 3 packages with 3 options per package. Shows with 50 booths or more need to offer 5 or more packages with at least 3 options per package.

Example:

Gold Level Option A:

Premium booth space and
choice of two of the following:

- Front page logo presence on trade show handout (1,000 copies)
- Front page logo presence on trade show mailer (30,000 pieces being mailed)
- Web site logo presence (Over 2,000 hits last year)
- Up to 16' banner hung in food court
- Company name on nametag lanyards or nametags
- Food or premium items with company logo
- Event bags with company logo
- Presentation opportunities

~Written by Darlene Lyons. © 2004

Darlene is President of Broker Agent Speakers Bureau (BASB), the nation's leading real estate speakers' bureau. For more helpful information, visit www.BrokerAgentSpeakers.com. Darlene also owns and operates EzEvents, the #1 real estate event management company in the country. Visit www.EzEvents.net.

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