



Cracking the Sponsorship Code



The 30,000 ft Perspective

Four Key Questions Your Organization Must Answer:

- 1. Does the air show target market demo align with that of the prospective sponsor?**
- 2. Is the prospective sponsor “brand” a good match ?**
- 3. Will the sponsorship package benefit the sponsor by driving brand awareness and product sales?**
- 4. Do the proposed sponsorship elements and corresponding benefits generate sufficient ROI over cost?**



Pre-Flight Checklist

1. Research prospective air show sponsor
2. Conduct “wants / needs” analysis
3. Tailor sponsorship package to support client priorities
4. Quantify all sponsorship elements and benefits
5. Build professional PowerPoint presentation deck
6. Ask for the business
7. Deliver all elements on contract and recap promptly



Research the Prospective Sponsor

*The more time you spend sharpening the axe,
the less time you'll spend chopping the wood.*



Know Before You Go

- **Corporate Web Research**
- **Major Competitors / Market Share**
- **Overall Sponsorship Portfolio**
- **Local Media Relationships**
- **Other 501C-3 Affiliations**
- **Recent News Articles**



Conduct “Wants / Needs” Analysis

People don't care how much you know, until they know how much you care.



Groundwork for Spot On Presentation

- **First Meeting = Blank Pad of Paper with Proper Contact**
- **Determine Client Business Priorities**
- **Identify Corporate Sponsorship Valuation Process**
- **Ascertain Unique Selling Propositions for Tie-ins**
- **Confirm Follow Up Meeting Date/Time for Presentation**



Tailor the Sponsorship Package

Can't is the worst four-letter word in the dictionary.



Customize a Sponsorship Package

- **Media Mix : TV/Cable, Print, Radio, Web**
- **On-site Branding Elements and Projected Impressions**
- **Explore Retail Cross-Merchandising Tie-in**
- **Incorporate Unique Selling Propositions into Event**
- **On-site Hospitality Services**
- **Air Show Ticket Packages**
- **Inclusion in Value Added Marketing Programs**



Quantify All Sponsorship Elements

*If you can't measure it, you can't manage it .
(Nor can your client justify the investment)*



Quantify All Sponsor Benefits

- **Logos in TV/Cable Commercials**
- **Live/Canned Mentions in Radio Spots/Commercials**
- **Logo Inclusion in Print Ads and Web Pages**
- **Number of On-site Banners/Other Signage**
- **Logo Inclusion in Marketing Collateral & Distribution**
- **PA Announcements During Air Show**
- **Objectively Summarize Total Value of Sponsor Benefits**



Build a Professional Presentation

If your presentation deck is a reflection of your brand, would you be compelled to invest in it?



The Sponsorship Presentation

**Establish the “WHY”
on the second slide**

**Include air show photos
that reflect target demo**

**Ask for the
Business!**

**Draw connection between
prospect’s business
priorities & tailored value**

**Quantify all sponsorship
elements & value to client**



Deliver on Commitments & Recap

Recurring revenue. Satisfy your clients and expand the lifespan of corporate sponsors.



Sponsorship Recap Binder

- Attendance Overview
- Media Mix Recap: TV, Cable, Radio, Print, Internet
- Marketing Collateral
- Photos of Sponsor Signage
- Newspaper Articles
- Thank You Letter



Checklist Recap

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Thank You