JOHN DAY RIVER TERRITORY – RURAL TOURISM STUDIO WORKSHOP # 5: CREATING & PRODUCING HIGH IMPACT EVENTS DECEMBER 8 2010 Wheeler County Fairgrounds Fossil, Oregon

#### **IDEAS GENERATED FROM WORKING LUNCH:**

#### SUPPORT EXISTING EVENTS:

(fall) need more volunteers; coordinate calendars of all 3 counties (winter) expand Sherman Crab Feed (spring) get sponsorship for Condon community cleanup (summer) add vendors to Independence Day event, offer alcohol

### **CREATE NEW EVENTS:**

(fall) "Scare Festival" in October (winter) kid's winter carnival during Crab Fest (spring) Fossil community cleanup in April (summer) "Sheep Over" in August

SPONSORSHIP PRICING AND INVENTORY: Look at your entire event budget (income, expenses, net proceeds) and determine how much sponsor income you'd like to attract. With that figure in mind you'll need to determine how many "packages" you can put together so that your sales team can go out and try and sell them. Events can have too few packages and too many. Shoot for some higher priced and some lower priced packages.

Here's a hypothetical pricing model with 17 sponsorship packages to sell:

Goal	Rate	Package Name	Cost to offer	Net Revenue	Total Net Rev
1	\$5000	Title	\$750 (15%)	\$4250	$4250 \times 1 = 4250$
2	\$2500	Supporter	\$375 (15%)	\$2125	$2125 \times 2 = 4250$
4	\$500	Fan	\$75 (15%)	\$425	$425 \times 4 = 1700$
10	\$100	Friend	\$15 (15%)	\$85	$85 \times 10 = 8500$
	\$13,000 (total gross)		\$1950		\$11,050 (total net)

Higher priced packages obviously have more elements ("properties"). Here's some ideas to assemble your packages:

name and/or logo in promotional material name and/or on radio stations or in print advertising banner placement onsite door greeters dressed in corporate attire tradeshow booth/display area tbd passes to the event or to VIP area admission to a special meet/greet with select entertainers name recognition from main stage announcers ability to park corporate vehicle (or semi-truck trailer w/corporate branding) onsite ability to host a separate vip event/hospitality (at cost to sponsor) ability to hand out sponsor flyers/product at entry/exits sponsor reps can be on stage to introduce entertainers partial/full access to mailing list table tents onsite in food area hyperlinks on event website to sponsor website sponsor name at bottom of all pre-event emails

SPONSORSHIP SALES: A team of volunteers (with hard costs like phone, internet reimbursed) can choose to work hard during a "blitz month" to reach out to identified prospects. It is good to get everyone together and conduct the calls from a "call center" with a focus on quantity and quality of calls. Give each volunteer (a) work schedule with days/hours that calls and emails might be sent (b) location of call center (c) goals for solicitation (# of calls, # of emails, # of live conversations) (d) phone script (a bullet point summary of what the event is, how many people attend, why we are asking that prospect to consider a sponsorship, who can you send your proposal to, what is the timeframe for consideration) (e) database with a reporting method identified to keep track of responses.

SPONSORSHIP CONTRACTS: There is no one "correct" way to write these documents. You will find simple contracts or agreement forms and you will find five or six page documents. Bottom line, the contract needs to spell out what you (event) will provide the sponsor and when you will provide it. It will also show the payment schedule for the sponsor as they will owe you cash (plus possibly product or services as part of the agreement). Finally, the contract show in detail what the sponsor pledges to do in order to promote their participation in your event.

Remember it is not all about what you will do for them in order to get their money. A big reason why sponsors do not return next year or walk away disappointed from a sponsor buy is that they did not "activate" their sponsorship or take advantage (internally, with their own marketing department) of the fact that they are spending money with your event.

Look at "activation" a different way. Did you ever schedule a trip to Hawaii or some exotic location and then go ahead and make the trip and all throughout the process not tell anybody about it? Of course not. Aren't you excited to show folks that you can afford to go and that you are choosing to go? Same thing applies to sponsors and their "activation" of their sponsorship buy. Get them to take action.

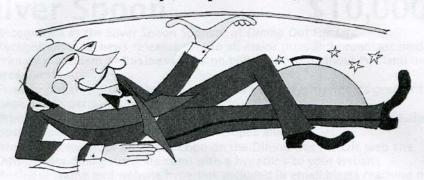
Remember that a donation is NOT a sponsorship. It is a donation! The donor should not have the same level of recognition as a sponsor. A sponsor is the top dog – a sponsor is primarily giving cash (and in a minor capacity may be including some donated product or donated service as part of the deal) and should be afforded appropriate recognition head and shoulders above a donor.

Donor Name As It Should Appear In Ca				
Authorized By:	Signature:			
Contact for Arrangements, if different than ab	ove:			
Address:				
City/State/Zip:	Wine working wonders.			
Vork Phone:	ne: Home Phone:			
ax:	Auction: March 1, 2008			
DETAILS OF DONATION: PLE	ssic Wines Auction. Be as detailed as possible (when, v	Date:		
could be used in the catalog. Attach additi	ional pages if needed. Include any special directions or and any display items that will not be returned, unless re	limitations on use (e.g. expiration date gratuity		
f donating an event, is it date spec	eific?   date:OR   mutua	Illy agreeable?		
stimated Total Value (for tax record	(s) \$			
		ase indicate below whether you will provide the		
Estimated Total Value (for tax record SHIPPING INFORMATION PLEASE SHIP/DELIVER YOUR DONATIO	NOTE: If donation is a certificate, ple certificate or if the Classic Wines Auct	ase indicate below whether you will provide the on needs to print one, based on the above		
SHIPPING INFORMATION	NOTE: If donation is a certificate, ple certificate or if the Classic Wines Auctinformation.			
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SHIPPING INFORMATION PLEASE SHIP/DELIVER YOUR DONATION DECEMBER 31, 2007 To: Classic Wines Auction 111 SW Fifth Ave, Suite 3400	NOTE: If donation is a certificate, ple certificate or if the Classic Wines Auctinformation.  Donor Will Provide: Yes No En	on needs to print one, based on the above  aclosed: Yes No (please circle)  CWA to Print: Yes No		
SHIPPING INFORMATION PLEASE SHIP/DELIVER YOUR DONATION DECEMBER 31, 2007 To: Classic Wines Auction	NOTE: If donation is a certificate, ple certificate or if the Classic Wines Auct information.  Donor Will Provide: Yes No Er	on needs to print one, based on the above  closed: Yes No (please circle)  CE USE ONLY		
SHIPPING INFORMATION PLEASE SHIP/DELIVER YOUR DONATION DECEMBER 31, 2007 To: Classic Wines Auction 111 SW Fifth Ave, Suite 3400 Portland, OR 97204	NOTE: If donation is a certificate, ple certificate or if the Classic Wines Auctinformation.  Donor Will Provide: Yes No  OFF  Procurement Rep.:  Date Rec'd Item/Cert.:	con needs to print one, based on the above  closed: Yes No (please circle)  CE USE ONLY  Partner Org.:  MFS NAFY FOTC TFS YWCA AP AP#(s):		
DECEMBER 31, 2007  To: Classic Wines Auction 111 SW Fifth Ave, Suite 3400	NOTE: If donation is a certificate, ple certificate or if the Classic Wines Auct information.  Donor Will Provide: Yes No  OFF  Procurement Rep.:  Date Rec'd Form:	con needs to print one, based on the above    Colored   Yes   No   CWA to Print   Yes   No		

Sample of a Sponsor Form and a Sponsor Contract (simple):

Dine out, Fight AIDS

# Dining Out For Life Thursday, April 29, 2010



# SPONSOR BENEFITS

Through sponsorship of *Dining Out For Life* 2010, Ecumenical Ministries of Oregon's HIV Day Center and Partnership Project have created a variety of marketing platforms for your company. You will find the benefits associated with sponsorship provide wide visibility to an extremely desirable audience.

#### All Dining Out For Life Corporate Sponsors benefit from:

- The accomplishment of helping to provide vital programs and services to those infected and affected by HIV/AIDS.
- An affiliation with two high quality AIDS services organizations that have a long history in the greater Portland community.
- A demonstration of community commitment to health services, and thus, to the quality of life in the greater Portland area for those people affected by HIV/AIDS.
- · Customized marketing opportunities.

All in-kind sponsors will be acknowledged in the appropriate category as determined by the fair market value of their gift. Once a sponsorship is secured a timeline for benefit fulfillment will be sent to the sponsor. Since benefits are time-phased, every attempt will be made to honor the benefits listed above. Adjustments may be made for additional opportunities and changes in production schedules. To be included in all media outlets, please confirm sponsorship by March 25.



Dine Out, Fight AIDS

For More Information Contact:

## SPONSORSHIP LEVELS

## Silver Spoon

\$10,000

- Recognition as the Silver Spoon Sponsor of Dining Out For Life
- Recognition in all news releases sent to all major print and broadcast media
- & Primary placement of Business logo on billboards throughout Portland metro area during April.
- $f{k}$  Primary placement of **Business Logo** on all print advertisements greater than  $f{k}$ page and larger
- A Primary placement of Business Logo on all promotional materials including posters, postcards, raffle/donation envelopes and coasters.
- & Primary placement of Business Logo on the Dining Out For Life web site (http://www.diningoutforlife.com) with a hyperlink to your website
- & Business Name and website hyperlink included in email blasts reaching over 500 HIV Day Center and Partnership Project supporters

## Main Course

\$5.000

- Recognition as a Main Course Sponsor of Dining Out For Life
- Business logo on billboards throughout Portland metro area during April.
- & Business Logo on all print advertisements greater than 1/3 page and larger -
- & Business Logo on all promotional materials including posters, postcards, raffle/donation envelopes and coasters.
- & Business Logo on the Dining Out For Life web site (http://www.diningoutforlife.com) with a hyperlink to your website
- Business Name and website hyperlink included in email blasts reaching over 500 HIV Day Center and Partnership Project supporters

### First Course

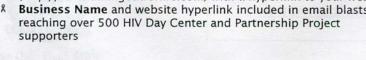
\$2,500

- & Recognition as a First Course sponsor of Dining Out For Life
- & Business Logo on all print advertisements greater than 1/2 page and larger
- & Business Logo on all promotional materials including posters, postcards, raffle/donation envelopes and coasters.
- & Business Logo on the Dining Out For Life web site (http://www.diningoutforlife.com) with a hyperlink to your website
- Business Name and website hyperlink included in email blasts reaching over 500 HIV Day Center and Partnership Project supporters

### Hors D'Oeuvres

\$1000

- Recognition as Hors D'Oeuvres Sponsor of Dining Out For Life
- & Business Logo on promotional materials including posters and postcards.
- & Business Logo on the Dining Out For Life web site
- (http://www.diningoutforlife.com) with a hyperlink to your website Business Name and website hyperlink included in email blasts







### 2009 Sponsorship Agreement

SATURDAY, SEPTEMBER 26TH, 2009 STONE CREEK GOLF CLUB

STONE CREEK GOLF CLUB						
SPONSOR / COMPANY NAME :						
Sponsor Contact :						
Phone:( )	Fax:( )					
Address:						
City:State:ZIP:	Email:					
Signature:	Date:					
Signature:Date:Date:						
SPONSORSHIP OPTIONS						
☐ Premium Sponsor	Please note the following:					
<ul> <li>\$700 Plus Clothing or Food Donation</li> <li>Four (4) Players Greens Fees</li> </ul>						
Tee Sign	<b>Dress Code -</b> Soft Spikes required.					
<ul><li>Golf Carts</li><li>Driving Range</li><li>Dinner Tickets for four (4)</li></ul>	Clothing (Entry Fee) Needed Items - Men's Jeans, Sweat Shirts, T-shirts, Coats, Shoes, etcShould be clean and in good condition / No Dress Clothes.					
Team Sponsor \$350 Plus Clothing or Food Donation						
<ul> <li>Four (4) Players Greens Fees</li> <li>Golf Carts</li> <li>Driving Range</li> <li>Dinner Tickets for four (4)</li> </ul>	Food (Entry Fee) Needed Items - Canned goods, Crackers, Cup-of- Noodles, Spaghetti and Sauce, Peanut Butter, Jam, Soup, Canned					
☐ Individual Player	Meats, Hamburger Helper, etc.					
\$100 Plus Clothing or Food Donation	Please make checks payable to:					
<ul><li>One (1) Player Greens Fees</li><li>Golf Cart (Shared)</li></ul>	The Fathers Heart Street Ministry					
Driving Range	For more information contact:					
Dinner Ticket for one (1)	Marty Gant - Tournament Director					
Other Sponsorship Options  Choice of Specialty Sponsorships (Tee Markers, Golf Carts, Dinner)  Door Prize  Cash Donation  Other-List:	24828 S Century Road Estacada, OR 97023 Phone: (503) 209-5356 Fax: (503)513-9636 mgant@daywireless.com					