

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 x 1 = 4250
2	\$2500	Supporter	\$375 (15%)	\$2125	2125 x 2 = 4250
4	\$500	Fan	\$75 (15%)	\$425	425 x 4 = 1700
10	\$100	Friend	\$15 (15%)	\$85	85 x 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.

Sample of a Donation Form (of products or services)

FORM DUE: DECEMBER 1, 2007

DONATION FORM **classicwines**auktion



Wine working wonders.
Auction: March 1, 2008

Donor Name As It Should Appear In Catalog:	
Authorized By:	Signature:
Contact for Arrangements, if different than above:	
Address:	
City/State/Zip:	
Work Phone:	Home Phone:
Fax:	Email:

DETAILS OF DONATION: PLEASE PRINT LEGIBLY Date: _____

Please describe your donation to the Classic Wines Auction. Be as detailed as possible (when, where, # of people, valid dates) as your description could be used in the catalog. Attach additional pages if needed. Include any special directions or limitations on use (e.g. expiration date, gratuity not included, etc.). If available, please send any display items that will not be returned, unless requested.
Note: Unless otherwise noted, all services will expire one year from the date of the auction.

If donating an event, is it date specific? date: _____ **OR** mutually agreeable?

Estimated Total Value (for tax records) \$ _____

SHIPPING INFORMATION

PLEASE SHIP/DELIVER YOUR DONATION BY:

DECEMBER 31, 2007

To: Classic Wines Auction
111 SW Fifth Ave, Suite 3400
Portland, OR 97204

Questions?

Phone: 503-972-0194 | Fax: 503-961-8459
Email: info@classicwinesauktion.com

NOTE: If donation is a certificate, please indicate below whether you will provide the certificate or if the Classic Wines Auction needs to print one, based on the above information.

Donor Will Provide: Yes No Enclosed: Yes No CWA to Print: Yes No
(please circle)

OFFICE USE ONLY

Procurement Rep.:	Partner Org.:
Date Rec'd Form:	MFS NAFY FOTC TFS YWCA
Date Rec'd Item/Cert.:	AP AP #(s):
Date Thank You Sent:	FM

Classic Wines Auction, Inc. 501(c)(3) makes no representations regarding the tax deductibility of this donation. Please contact your tax advisor. Tax ID# 20-1260228

White – Classic Wines Auction Yellow – Enclose With Donation Pink –Donor

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.

For More Information Contact:



Dine Out, Fight AIDS

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.
- ⌘ Primary placement of **Business Logo** on all print advertisements greater than ¼ page and larger
- ⌘ 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 reaching over 500 HIV Day Center and Partnership Project supporters





2009 SPONSORSHIP AGREEMENT
SATURDAY, SEPTEMBER 26TH, 2009
STONE CREEK GOLF CLUB

SPONSOR / COMPANY NAME : _____

Sponsor Contact : _____

Phone:() _____ Fax:() _____

Address: _____

City: _____ State: _____ ZIP: _____ Email: _____

Signature: _____ Date: _____

Please Return ASAP by Fax or Mail
Agreement Deadline is Monday, September 14th, 2009

SPONSORSHIP OPTIONS

Premium Sponsor
\$700 Plus Clothing or Food Donation

- Four (4) Players Greens Fees
- Tee Sign
- Golf Carts
- Driving Range
- Dinner Tickets for four (4)

Team Sponsor
\$350 Plus Clothing or Food Donation

- Four (4) Players Greens Fees
- Golf Carts
- Driving Range
- Dinner Tickets for four (4)

Individual Player
\$100 Plus Clothing or Food Donation

- One (1) Player Greens Fees
- Golf Cart (Shared)
- Driving Range
- Dinner Ticket for one (1)

Other Sponsorship Options

- Choice of Specialty Sponsorships (Tee Markers, Golf Carts, Dinner)
- Door Prize
- Cash Donation
- Other-List: _____

Please note the following:

- ☞ **Mulligans** (Special Donation)
- ☞ **Dress Code** - Soft Spikes required.
- ☞ **Clothing (Entry Fee)** Needed Items - Men's Jeans, Sweat Shirts, T-shirts, Coats, Shoes, etc...Should be clean and in good condition / No Dress Clothes.
- ☞ **Food (Entry Fee)** Needed Items - Canned goods, Crackers, Cup-of-Noodles, Spaghetti and Sauce, Peanut Butter, Jam, Soup, Canned Meats, Hamburger Helper, etc.

Please make checks payable to:

The Fathers Heart Street Ministry

For more information contact:

Marty Gant - Tournament Director

24828 S Century Road
Estacada, OR 97023

Phone: (503) 209-5356

Fax: (503) 513-9636

mgant@daywireless.com