

STEP 1

PURPOSE

- *The reason for which something is done or created*
- *The reason why something exists*
- *Fixed intention in doing something*

STEP 11 – CONTRA / SPONSORSHIP

What is the difference between contra and event sponsorship?

A **contra** deal is when you exchange goods or services without any cash being transferred. **Sponsorship** is where a company pays money to be a sponsor and in return they receive promotion and exposure.

Contra Example:

We recently held an event management seminar at a Melbourne venue who provided the venue hire, catering and guest parking in exchange for:

- The opportunity to showcase their venue to our guests in the room
- A five minute presentation to our guests about their venue
- The opportunity to provide some information kits and a few goodies in the show bags we gave to each guest on the day
- Host site inspections for guests in the room

A contra deal only works when there is a win-win and value for each party.

Contra deals don't just happen, they are created after the long term building of relationships. We had been working with this particular venue for a few years and know that they provide a quality service that we would like to align with. In turn they saw Venues 2 Events as a brand they would like to be aligned with. We were both receiving something valuable from the partnership.

Event Tip:

Contra deals work best when you approach companies with the same target market as you, but have a business that is not considered a competitor but a complimentary business.

Sponsorship Example:

We managed a recent national conference that had different levels of sponsorship. The sponsorship packages included a Gold, Silver and Bronze Sponsorships. There were also sponsorship levels that included Exhibition Booths and Satchel Inserts. Each level of sponsorship included different promotion opportunities and were priced accordingly.

Gold Sponsorship started at \$10,000 and included a full page advertisement in the conference booklet, corporate banners on stage for the duration of the conference, 10 minute presentation at the conference, a full list of event attendees and their contact details, logo and company description included on the conference website and in the conference booklet. Whereas a Satchel Insert was valued at \$250 which included a brochure in each conference Satchel.

Event Tip:

Be cautious of providing discounted sponsorship, as sponsors are often in the same industry and will talk. You want to be seen as running a reputable event and not cutting deals just to get sponsors across the line.

A way around this could be asking your sponsors for something in return for a discount eg. You could offer a 10% discount if the company sends information about your event in an email blast to their database.

How can I implement contra or sponsorship deals into my events?

Question to ask yourself:

- 1. Who is going to be attending your event? The types of people, companies?

- 2. Who wants to sell to these people?

- 3. Are any of the companies listed in the above point competitors?

Yes/No
If no then they could be perfect contra candidates

- 4. What does your event offer that is valuable to other businesses?

What does my event offer for sponsors? What are you happy to offer?

- Banners in the event entrance area / on stage
- Corporate logo on event invitations
- Corporate logo on event media wall
- Corporate logo on event website
- Corporate logo on event registration page
- Corporate logo on guest name badges
- Inclusion of corporate logo in PowerPoint display shown during breaks
- Full page advertisement in conference program booklet
- Complimentary tickets
- Special acknowledgement on stage
- 5 minute presentation on stage
- Their information or product in guest gift bags
- Complete list of delegate contact details
- Naming rights to the event
- Naming rights / host the VIP pre-dinner drinks
- Company description on the event website
- Donate a prize in exchange for...
- Provide a nights accommodation as a door prize
- Dedicated email blast to all guests promoting your company (standalone promotion)
- Dedicated email blast to all guests promoting your company (alongside other event partners)
- Space available for you organisation to have a manned display booth to further interact with and engage delegates on the day
- Speaker at one of the conference sessions
- Facebook posts / tweets promoting your company
- Invitation to partnership thank you breakfast / lunch / dinner
- Access to VIP area

Above are a few examples of things you can offer potential contra or sponsor partners. The possibilities are endless! As long as you tailor the offering to your event, ensuring you can deliver on these promises.

FRAMEWORK TO WRITING A CONTRA PROPOSAL:

If you can tailor each contra proposal, it gives a personal touch and lets the company you are approaching know that you have hand selected them to work with. This will help increase your chances of gaining a partnership. You don't want to be perceived as money hungry, approaching everyone and taking whatever you can get. Remember this is a partnership and it has to have a positive outcome for both parties.

We use a simple framework to writing a contra proposal:

Event Background

Write about your event. Has it been held before, why are you holding the event? Write about the purpose of your event and give the reader an overview of the bigger picture.

Event Details

This is where you get specific on the timing and overall event format. Include items like:

- Event Date:
- Event Timing:
- Event Set-up:
- Catering:
- Audio Visual:

The Audience

Who will be in the room? Get specific, including the type of industry and position within their company.

Previous Events / Testimonials

Do you have any data on previous events held and the type of response you gained from them? Build the credibility of your event, show it was successful.

Proposed Event Partnership

This is where you 'go for gold' ask for what you want.

In return we would be happy to provide the following:

In this section you talk about the things that you can provide in exchange for contra of your event.

Appendix / Examples

Can you create a visual drawing of what you are offering if a company supports your event? These can be designed or simply take screen shot of an example PowerPoint slide or page from a brochure.

Booking form, how do they secure a place?

Include a call to action; make it easy for companies to become a contra partner by including a booking form. We use [Google Forms](#)

Who do they contact for more information?

Include contact details of the person best equipped to handle enquiries.

Event Tip:

If you are looking to form contra partnerships for your event, ensure you have plenty of time up your sleeve. Contra partnerships will always take longer as there is usually a management meeting and decision based around the partnership.

FRAMEWORK TO WRITING A SPONSORSHIP PROPOSAL:

A sponsorship document is more 'glitzy' than a contra proposal as you are asking for money. Sometimes you don't have a previous relationship with potential sponsors, so your document has to do the talking for you.

Sponsorship documents are usually professionally designed and printed.

Sponsorship documents should include information on the following areas:

Event Background

Write about your event. Has it been held before, why are you holding the event? Write about the purpose of your event and give the reader an overview of the bigger picture.

Event Details

When and where is the event going to be held?

The Audience

Who will be in the room? Get specific, including the type of industry and position within their company.

Previous Events / Testimonials

Do you have any data on previous events held and the type of response you gained from them? Build the credibility of your event, show it was successful.

What are the sponsorship levels and packages?

- Detail each of the sponsorship types
- What each sponsorship level includes (what they get in return for their investment)
- How much each level costs
- How many are available (eg. 1 gold, 2 silver, 3 bronze)

Appendix / Examples

Can you create a visual drawing of what you are offering if a company supports your event? These can be designed or simply take screen shot of an example PowerPoint slide or page from a brochure.

Sponsor Matrix

Sponsorship packages and levels are usually more complex than contra packages this is why we suggest including a matrix to provide a quick overview that someone can show to their manager.

Booking form, how do they secure a place?

Include a call to action; make it easy for companies to become a sponsor by including a booking form. We use [Google Forms](#)

Who do they contact for more information?

Include contact details of the person best equipped to handle sponsorship enquiries.

THE GOLDEN RULES FOR CONTRA AND SPONSORSHIP:

- Approach contra and sponsorship from a place of partnership NOT what's in it for me
- Create tailored proposals for contra partnerships
- Make sure you can deliver what you have promised
- In your document use YOU language, for example:
 - Your logo
 - Maximise your exposure
 - Your brand
 - Incentives to visit your stand
 - You can book private meeting rooms