Elevator Speech Project

Friday, November 8, 2013

5:35 PM

What is sponsorship?

Sponsorship is a form of affinity marketing that provides specific rights and benefits to the buyer or "sponsor".

Usually in conjunction with a property, venue, personality or event, sponsorship is particularly effective when the sponsor and property have similar goals, values and vision. Properly activated this affiliation casts a halo or conveys certain characteristics to the sponsor as a result of the strong recognition or fan base of the property.

Fixes Broken Sponsorship

knows what works and what doesn't

Gets deals done

Finds opportunities others miss

Top level engagement

Stays ahead of the market

Be the trend don't follow the trend

Puts you in the right place at the right time

Measures everything

Takes ego out of the process

Creates Sponsorship Revenue

Logical, methodical, fast

Resources and contacts.

Machine generated alternative text:
Marketers fail on sponsorship ROI
IvilArvil: Sponsorship and event marketing activities are growing in importance but a
significantproportion of US marketers are nothappythattheyare ableto prove
effectiveness, according to the Association of National Advertisers.
The ANA surveyed 78 client-side marketers from companies involved in specific
initiatives for sponsorship and/or event marketing, including those measuring the
return from these initiatives. A majority (70%) said their need to validate results had
increased.
HispanicAd reported, however, that 38% of respondents were not satisfied with their
compans ability to measure return on investment (ROI) for sponsorship initiatives,
while a similar proportion (33%) expressed the same sentiment as regards return on
objective (ROO).
Only 20% said they were completely or very satisfied with the ability to measure ROI
with 18% the equivalent figure for ROO. The majority, around two thirds, were at least
somewhat satisfied on both metrics.
The report put forward several reasons for the existence of this state of affairs. Only
half those surveyed said they tried to assess the impact of sponsorship in isolation
from other ongoing marketing activities, while less than half had a standardised
process for measuring sponsorship and evening marketing investments.
In addition, one-quarter suggested they failed to gather, analyse or use data in their
decision-making related to sponsorship and/or event marketing.
Those marketers who were measuring the effectiveness of their sponsorship and/or
event marketing used three main metrics, including the amount of media exposure
generated (70%), social media (70%) and brand awareness (69%).
Organisations seeking sponsorship should know the importance of not just offering
a menu of benefits, but becoming a true partner with their sponsors and working with
them to establish, achieve and measure clear business objectives, said Bob
Liodice. president and CEO of ANA.
7he ability to measure better will fuel growth and bring more opportunities to the
table, he added.

Hi Larry,

The BCG deal is working out well.  I am not really a linked in user so I am happy to write something, but not sure where or how to post it.

I have an assistant starting Nov 25 and that is something she will be doing.  (and I have a vacation coming for a week next Sat)

For you value for clients here is what I would say.  Is there a way to get this on linked in from me?

- ability to define the value proposition of WOC to potential sponsors

- insightful approach to learn the needs of the clients and position WOC as solutions

- organized process to creatively contact, respond and follow up with potential sponsors  ie. able to keep prospects engaged.

"As a small shop I had complete confidence in Larry to lead and execute the entire sales process for WOC.  Beyond his sales role,

his marketing and business insights were invaluable to help shape the focus and direction of the company."

From <<https://mail.google.com/mail/ca/u/0/#inbox/1423d13748756de9>>

Goal of Website:

Redefine business: Work with buyers especially new buyers and medium size companies that can't or don't want to manage internally.

Generate quality leads. Especially, on the sponsorship management, negotiation and strategy side for buyers of sponsorships, companies needing help optimizing, activating and measuring existing sponsorships, tracking performance, lowering costs, adding value.

***“There are only a handful of sponsorship executives managing sports properties and brands on a global scale…Larry Weil is one of them.”***

***“Larry’s the guy you never see or hear, but spend an hour watching TV on any given weekend and you’ll spot a dozen sports figures, teams or consumer brands with Larry’s sponsorship fingerprints on them.”***

If you are trying to negotiate a deal with a pro sports team or property without representation you are at a severe disadvantage.

***“There are only a handful of sponsorship executives who can maximize value in a deal for marketers, agencies and brands of any scale…Larry Weil is one of them.”***

***“Larry’s the guy you never see or hear, but spend an hour watching TV on any given weekend and you’ll spot a dozen events, venues, teams or consumer brands with Larry’s sponsorship fingerprints on them.”***

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