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Sponsorship in Post COVID World

How to maximise your revenue

Julian Moore
Strategic Membership Solutions
0401 648 533
Julian@smsonline.net.au



Introduction

IofAM; ESAE; JSIC; BCSC; Eventia; ISAD; Honda Racing; MGPN;
QAA; ZOOSSA (giant pandas); VECCL; UK Cabinet Office;
European Parliament; Australian Federal Gov NRM; NZ Gov;
Engineers Qld & Vic; AMAQ; AusCamps; CHC, AHISA, VFMA,
Pharma, Google, VHA, Surfers Paradise Alliance, RFDS, Master
Electricians, ABSA, AuSAE, NRM Aus, I3NET, NECA, MSRA, MSL,
Niantic, The Pokémon Company (TPC)...
plus many, many more acronyms

Why Use Partnership Income/Sponsorship Revenue

Reliance on government is huge risk in an uncertain world.

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What do sponsors currently want

- **Influence**- *change the way you/government/members think*
- **Exposure** – *Who doesn't know what we do*
- **Lead Generation**– *Who's interested in our product*
- **Sales**– *How can I get in front of your members*

What sponsors are finding challenging

- Virtual Exhibitions - *Exhibitions with very few visitors*
- Electronic – *Is E-news enough?*
- Long Lead Times – *We might lockdown, will it go ahead*
- Face 2 Face – *How can I get in front of your members?*
- Conversions – *No increase in profit / sales*

What to offer sponsors

- Virtual - *beware of offering exhibition only. Try Robots!*
- Electronic – *emails, videos, research, social media*
- Measurement – *budgets are tight, must show clear value*
- Fast – *Speed of delivery (we might lockdown tomorrow)*
- Face 2 Face Events – *remember this?, before covid..*

How best to approach prospective sponsors

- **Concept Proposal** – *Not Gold, Silver, Bronze etc*
- Email – *PDF your concept,*
- Phone – *We aren't all in lockdown... Call them!*

Who is looking to sponsor in 2021/22

- National Food – *Coles, IGA, Aldi, Woolworths etc*
- Online Stores – *Alibaba, Ebay, Wish, Marketplace*
- Online Social – *Facebook, Twitter, Instagram, LinkedIn etc*
- Pharmaceuticals – *Must be educational only*

Who is looking to sponsor in 2021/22

- *Global Corporates – Zoom means we are in the same place*
- *Tech – Google, Samsung, Microsoft, Enterprise Software, AI*
- *Energy – Power Suppliers, Batteries, Hydrogen*
- *Tourism – Bureau not Hotel Chains*

Things to keep in mind

Virtual Exhibitions – *Bad experiences mean more creativity required*

ROI – *Measurement is key*

Co-Develop – *Allow partners to help create the concept*

Everything Changes – *and probably tomorrow...*

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Questions

Visit www.smsonline.net.au for more details

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