

Sponsorship in Post COVID World How to maximise your revenue

Introduction

IofAM; ESAE; JSIC; BCSC; Eventia; ISAD; Honda Racing; MGPN; QAA; ZOOSSA (giant pandas); VECCI; 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.



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



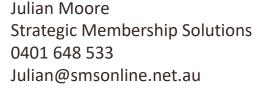
What sponsors are finding challenging

- 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,*
- O 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, Al
- Energy Power Suppliers, Batteries, Hydrogen
- Tourism Bureau not Hotel Chains



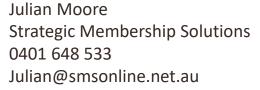
Things to keep in mind

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...







Questions

Visit <u>www.smsonline.net.au</u> for more details