Sponsorship in Post COVID World
How to maximise your revenue

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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

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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

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**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*

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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!**

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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

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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*

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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

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