



EVENT SPONSORSHIP PLAYBOOK 2.0

*Secrets to Event
Success on a Budget*

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Make Events Your Secret to Success!

Welcome to the world of event sponsorship!

Event marketing can be one of your most important marketing activities if approached in the right way. For many businesses, events increase awareness for their solutions, generate qualified leads, and increase sales.

Buyers are busy and have limited time and divided attention. Getting your brand in front of prospects who are searching for solutions is smart. Being at a targeted industry event can accelerate the sales cycle.

In this guide, you'll discover ideas, strategies and techniques to improve your next conference investment without breaking your budget.

I hope you enjoy this guide! If you find value in it, please share it with your peers.

Best,

Emily Crume, Director of Strategy
Social Media Examiner and Social Media Marketing World

Secrets to Event Success on a Budget!

Want to connect with event attendees without staffing a booth?

Interested in turnkey sponsorship ideas that can build brand awareness or gather leads?

If your business has big dreams and a small team, these ten event sponsorship options can help your business grow through industry events without stretching your team or budget too thin.

1. Welcome Bag/Registration Sponsorship

Welcome registrants to the event with an exclusive gift, offer, or other item to make attendees' event experience special.

At some events, you can include your swag or flyer in an official conference bag.

Events with an eye toward keeping things green usually have a digital bag for your special offer.



2. Coffee Bar or Snack-and-Drink Sponsor

Let attendees see your brand as they grab a cup of coffee or a bite to eat between sessions. Put your brand on coffee sleeves and cups, or provide eco-friendly reusable beverage bottles. Fuel a session break by hosting the hot and cold drinks and snacks. Attendee energy levels will soar because of your brand!

Tip: At the evening events, you can sponsor a cocktail for a limited time. Branding goes well when served with a specialty punch.



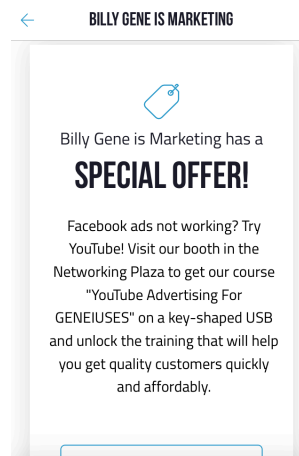
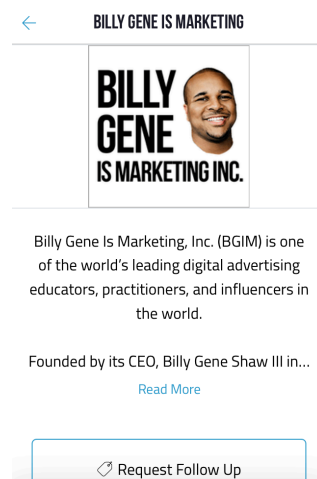
3. Charging Station Sponsor

When attendees need to power up their devices at a conference, show off your brand at a charging station.

While people wait for their devices to charge, they can check out your flyer or a card outlining your special offer.

4. Mobile App Sponsor

At most events, attendees use a mobile app to build a schedule of sessions they want to attend and to access other vital information. This makes the app a great place post a link to a limited-time offer for attendees.



5. Track Sponsor

Imagine your brand as the official sponsor of a relevant content session or track. With this option, your company can bring content taught by leading professionals to attendees.

By sponsoring tracks or sessions, your brand benefits from the contextual adjacency to the information presented. Wrapping your relevant message around information that is taught by independent experts who are not spokesmen for your brand lends credibility to your offer.



Tip: A lunch-and-learn is another way to share valuable content with attendees. You can pay to deliver a workshop or demonstration pitch during lunch or another break in the main event schedule.

6. Party Sponsor

Host an intimate social gathering where you connect with attendees and warm up the community for the main event.

To start the event with your brand on attendees' minds, sponsor the big opening night party.

Typically, a second-night party is a less formal community event. If this type of event is a better fit for your brand, sponsor this party, where attendees socialize and let their hair down with a fun activity, like karaoke!



7. Meal Sponsor

Host a breakfast, lunch, or dinner. Attendees will appreciate that your brand provided food and sustenance for long days at the event.

Often, at a large conference, meal times are purposefully left unscheduled. You can use this time to host a meal and connect in with some like-minded attendees.

At Social Media Marketing World, we host Google Sheets to coordinate meals where attendees can literally Meet Up and Eat Up at a local restaurant.



8. Small Group or Table Talk Sponsor

By participating in or moderating a discussion with attendees, you can find those most interested in a specific vertical, technology, or business-driven topic that aligns with your solution.



9. Lounge Sponsor

Does the event offer dedicated spaces to refresh and find some quiet?

Become the official sponsor of a Power Networking Lounge where people kick back on couches and connect.

Or sponsor on-site massage services in a Refresh Lounge, where attendees take a fortifying break from the action.




10. WiFi Sponsor

With this option, your business is the exclusive sponsor of the event's Internet connection.

On the splash page where attendees connect, make a special offer or display your brand message. Your offer might capture emails or be gated so you can develop leads.

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We're a proud sponsor of Social Media Marketing World 2016. We'd love to meet you in the Networking Plaza and learn more about how you find success in social media marketing and advertising.

We'd also love to show you how Quantifi is changing the social advertising landscape. Fill out the form and we'll contact you to set up a time. We can't wait to meet you!

FIRST NAME*

LAST NAME*

COMPANY*

COMPANY EMAIL*

PHONE NUMBER

MONTHLY DIGITAL AD SPEND*

- Please Select -

Please select an option from the dropdown menu.

CONTACT ME

Bonus Option: Custom Sponsor

To stand out from the rest, ask your event contact to help you craft a custom sponsorship to meet your goals and objectives.



Flipboard signed on as the Social Karaoke party sponsor at Social Media Marketing World 2017. They hosted an intimate pre-party gathering complete with a photo shoot on their signature red couch.

Post-event, they created a Flipboard for social sharing. It was a great way to showcase their solution and create lasting memories with attendees!

Inspiration + Plan = Success

We hope these ideas inspire you to sponsor your favorite event and turn a creative sponsorship into valuable business. Event sponsorship is all about connecting with your next best customer in real life!

Building a smart, measurable, and achievable action plan is where you always want to begin. For more on goals, see our [Sponsor Playbook](#) from July 2017.

Your business or brand will shine when you explore creative ways to work within the confines of your budget and your team.

Tip: Create an executive summary for your boss, who can share your success up the food chain. Meanwhile, track the results of your thrifty approach to sponsorship that helps your organization grow.

We hope you achieve all your goals and are extremely successful at your next event!

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Social Media Examiner also hosts the largest social media marketing conference, **Social Media Marketing World**.

Let us know if we can help you create a successful sponsorship at Social Media Marketing World. Email emily@socialmediaexaminer.com.

