



# Paths of Sponsorships

### Smofcon 36, December 2018



# Who exactly are your customers as you seek sponsorship?



**Board of Directors?** 

**Chair/Treasurer?** 

**Department Heads?** 

**Tax Person/IRS?** 

**Fandom?** 

**Sponsors?** 

The Event is your customer, and in order to help you need to become a detective.

**Board/Chair** Hopefully Nonprofit, Engaged, Understanding & Teaching Forward to all who report to them.

**Treasurer/Tax** Realizes Sponsorship doesn't replace Budget. Involved and Provide Metrics/Paperwork.

Committee

Fandom

Sponsors

Take their needs into your account and make production a priority.

Don't think Targets or Markets -think Partners in Event & Experience. Individuals

Welcomes Outside the Box and Partnering

## **Creating an Inventory**

Naming Rights Support an Event Support a Guest **Products or Suppliers** Exclusivity - access or single promotion **Trademarks or Merchandising** Performances Discounts Space/Demonstrations or Coupons Signage or patenting Hospitality/Equipment **Tie-ins** 



Work with your team especially **Operations or Technical, to make** note of any options on your list that need more lead time or are difficult to produce!

**Needs not Demographics** 

Value vs Courage

**Humility and Your Team** 

Diversify

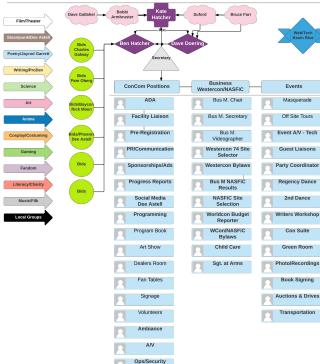
Lead Time and Communications



Sponsors don't need to know you, they need your advice, insight, expertise, and property - Your Perspective.

#### 2019 CONCOM CHART

Kate Hatcher | May 6, 2017





### Hardest Thing as a Sponsor Liaison is Humility



Inventory Team **Options** Perks Paperwork

Westercon 67 - \$6,714 LTUE - 3,200 avg. LTUE 2018 - 4,500 Westercon 70 - 1,650 Worldcon 76 - 48,000 - 50,000 (estimate) Spikecon - \$12,000 est (guests)

I can deny it all I want, but the best results came by talking.