



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

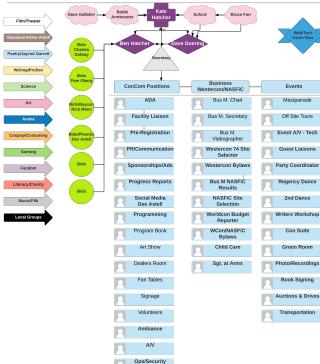
Lead Time and Communications



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.