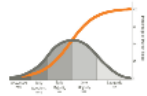




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Sponsor Prospects
Existing Relationships
Growing Employees
Service Providers
Professional Services

What Makes Sponsorships Valuable?
Positioning
Perception
Scarcity
Exclusivity



what sponsors WANT

Keep Your Sponsors (Even Without Events)

SPONSORSHIP 3.0

Business Recovery Sponsor(s)
Scholarship Sponsor(s)
Community Leadership Award Sponsor(s)
Spirit of (your town/industry) Sponsor(s)
App Sponsor(s)
Milestone Sponsor(s)

SPONSORSHIP 2.0

Title Sponsor
Table Sponsorship
Charging Station Sponsor
Wine Sponsor
App Sponsor
Photo Booth Sponsor

SPONSORSHIP 1.0

Title Sponsor
Presenting Sponsor
Major Sponsor
Supporting Sponsors

Automated Sponsorship

The difference
between Advertising
& Sponsorship

Sponsorship
Brand
Value
Exclusivity
Perception
Positioning
Scarcity

Advertising
Reach
Frequency
Impressions
Clicks
Conversions





[LIVE WEBINAR]

What Event Sponsors Want
with Kyle Sexton

Join a live, online group

growthzone.com

Demo.

A screenshot of the GrowthZone website banner. The background features a smiling man with glasses. The banner includes the GrowthZone logo in the top left, a navigation menu in the top right, and a central headline. A red arrow points to the 'LIVE GROUP DEMOS' button.

GrowthZone
smarter association software

Home About Us Contact Us Support Chat Login

Software Solutions Knowledge Library Case Studies Blog

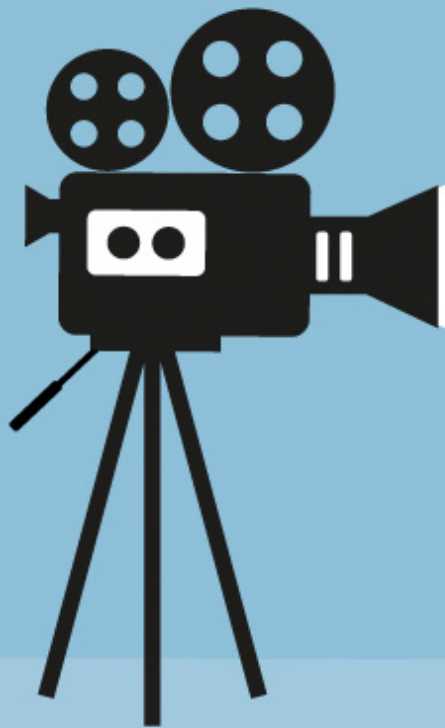
Grow Faster

Association Management Software

with

BUILT-IN MARKETING AUTOMATION
& SALES FUNNEL MANAGEMENT

GET A 1-TO-1 DEMO LIVE GROUP DEMOS



THIS WEBINAR IS BEING RECORDED.

Everyone who registered will
receive the recording via email,
even if they didn't watch it live.

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CHAMBER MISSION

MET

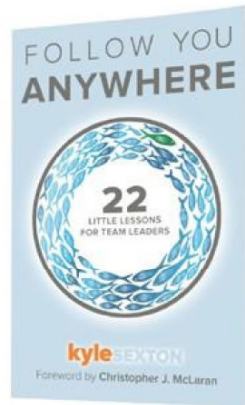
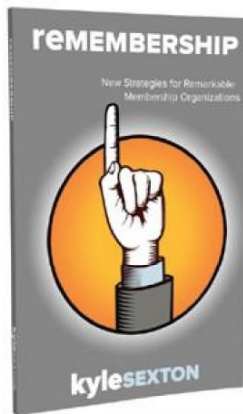
**STRATEGIC
PLANNING**
COURSE + GROUP MASTERMIND

FEATURING
ERIC RYAN

A photograph of two men smiling. The man on the left is wearing a blue and white checkered shirt. The man on the right has a beard and is wearing a dark suit jacket over a light-colored shirt.

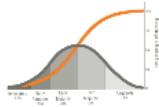
// CHAMBERTHINK STRATEGIES

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Sponsor Prospects
Existing Relationships
Coexisting Employers
Service Providers
Professional Services

What Makes Sponsorships Valuable?
Positioning
Perception
Scarcity
Exclusivity



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Scholarship Sponsor(s)
Community Leadership Award Sponsor(s)
Spin of (your town/industry) Sponsor(s)
App Sponsor(s)
Mission Sponsor(s)

SPONSORSHIP 2.0

Title Sponsor
Table Sponsorship
Charging Station Sponsor
Wine Sponsor
App Sponsor
Photo Booth Sponsor

Business Sponsorship

The difference
between Advertising
& Sponsorship



What Makes Sponsorships Valuable?

Positioning

Perception

Scarcity

Exclusivity

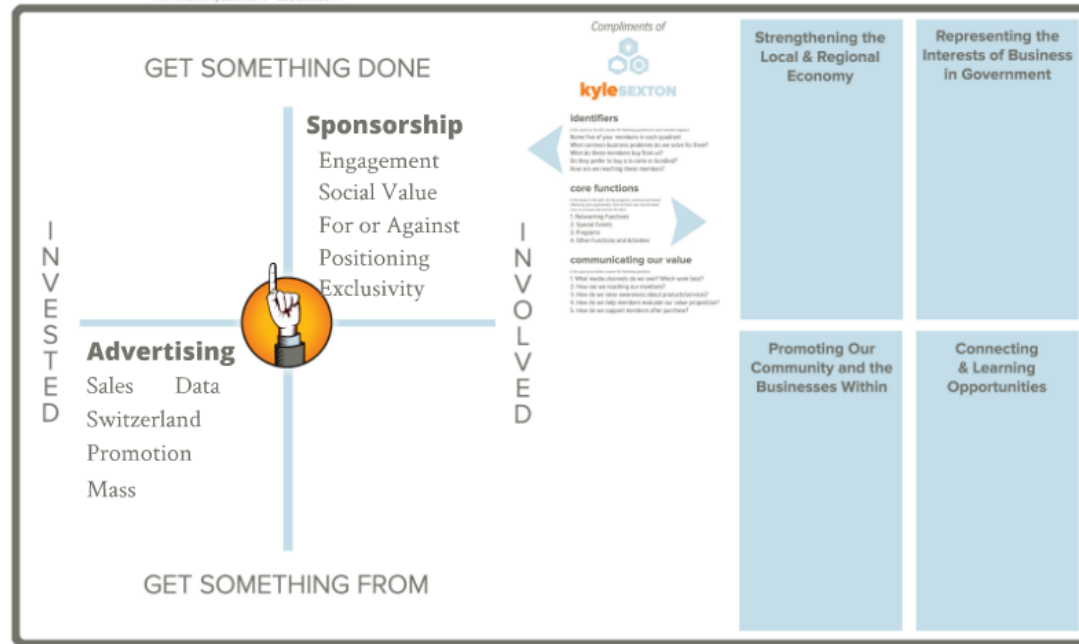
The difference between Advertising & Sponsorship

map to **reMEMBERSHIP**
RemembertsgBook.com 888.899.8374

ORGANIZATION:

AUTHORED BY:

ONE



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GET SOMETHING DONE

I
N
V
E
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E
D

Advertising

Sales Data
Switzerland
Promotion
Mass



Sponsorship

Engagement
Social Value
For or Against
Positioning
Exclusivity

I
N
V
O
L
V
E
D

GET SOMETHING FROM

identifiers

In the matrix on the left, answer the following questions for each member.
Name five of your members in each quadrant.
What common business problems do we solve?
What do these members buy from us?
Do they prefer to buy a la carte or bundled?
How are we reaching these members?

core functions

In the boxes to the right, list the programs, services and events offered by your organization. Each of them may only be listed once, so choose only one box for each.

1. Networking Functions
2. Special Events
3. Programs
4. Other Functions and Activities

communicating our value

In the open area below, answer the following questions.

1. What media channels do we own? Which?
2. How are we reaching our members?
3. How do we raise awareness about products?
4. How do we help members evaluate our products?
5. How do we support members after purchase?

SPONSORSHIP 1.0

Title Sponsor

Presenting Sponsor

Major Sponsor

Supporting Sponsors

SPONSORSHIP 2.0

Title Sponsor

Table Sponsorship

Charging Station Sponsor

Wine Sponsor

App Sponsor

Photo Booth Sponsor

SPONSORSHIP 3.0

Business Recovery Sponsor(s)

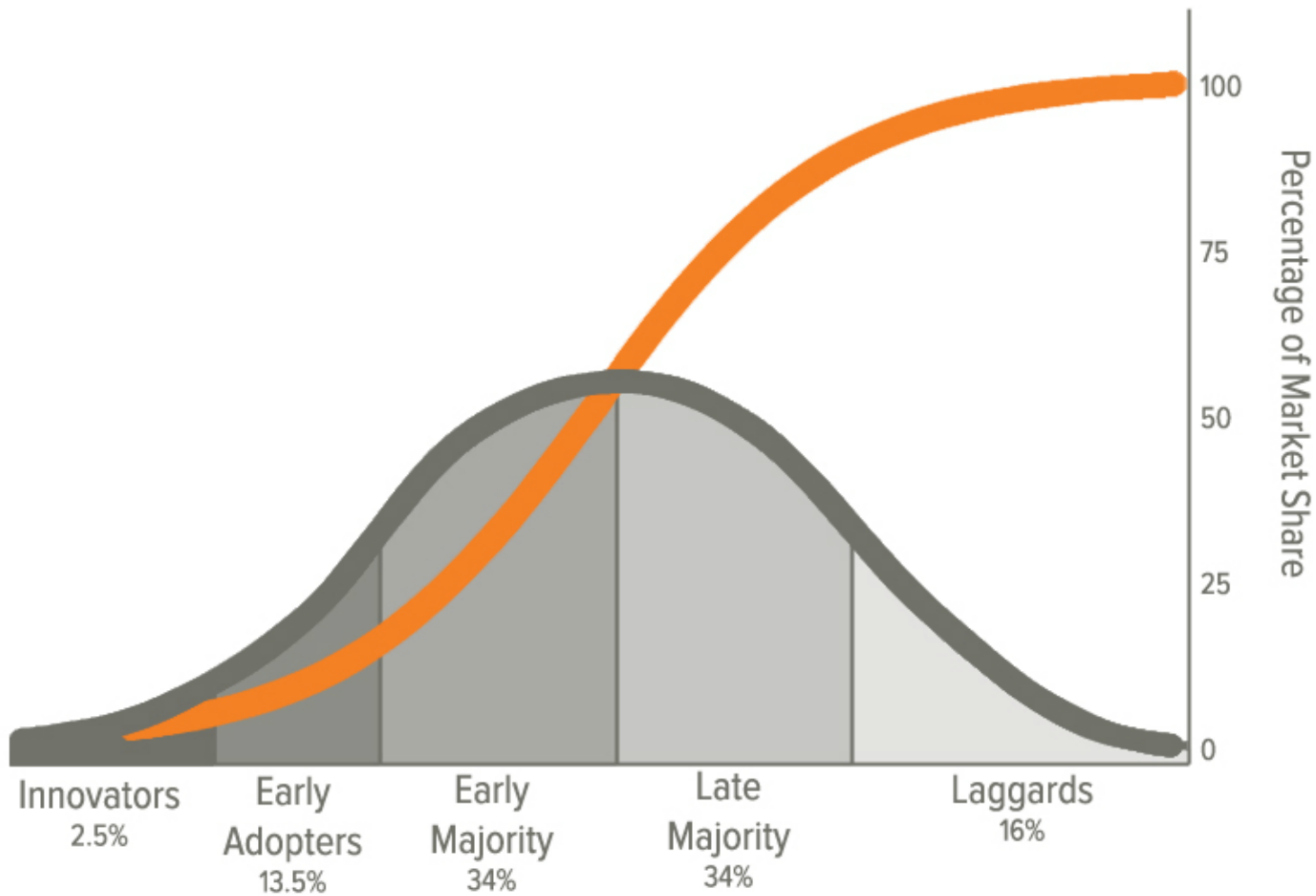
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Community Leadership Award Sponsor(s)

Spirit of (your town/industry) Sponsor(s)

App Sponsor(s)

Mission Sponsor(s)



Sponsor Prospects

Existing Relationships

Growing Employers

Service Providers

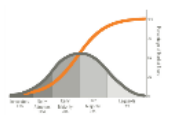
Professional Services

Sponsor Prospects
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Coexisting Employers
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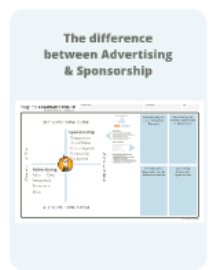


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Additional Sponsorship



