Optimizing Event Sponsorships & Discounts for Higher Engagement

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Agenda

- Event Sponsors
  - Sponsorship Setup
  - Web Display Options
  - Custom Sponsorship Levels
  - Sponsor Reports
- Discounts
  - Promo Code
  - Age-Based
  - Early Registration
  - Volume-Based
  - Membership Type
  - Benefit Item

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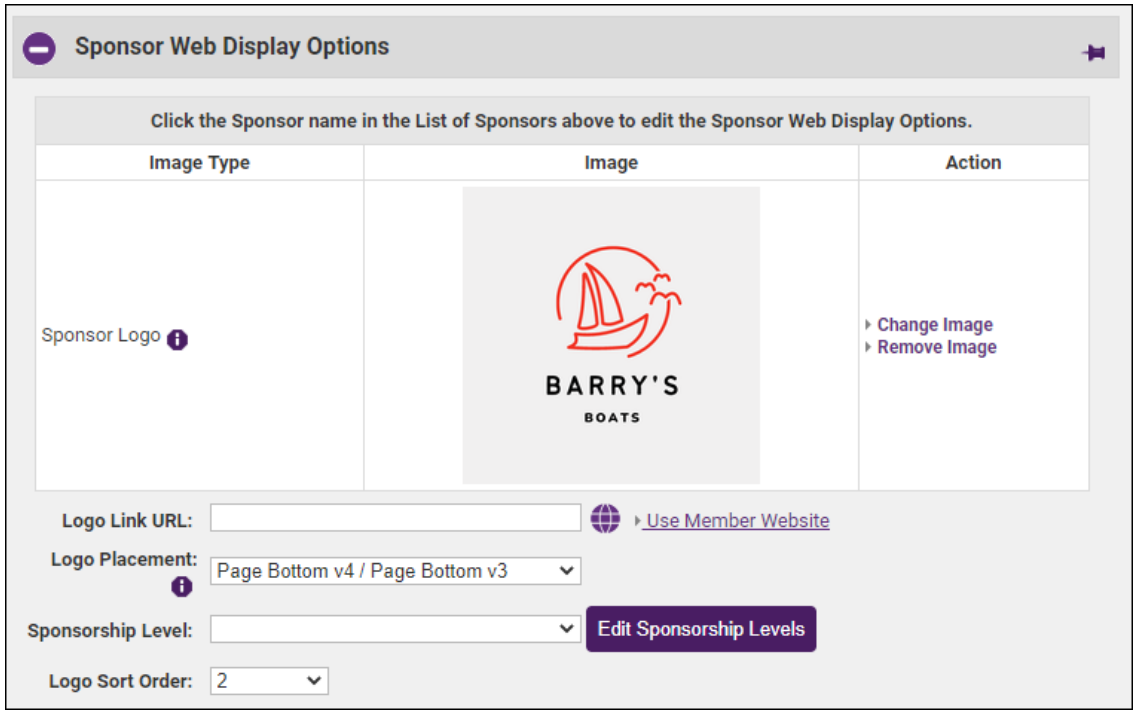
Sponsors Tab

- Two ways to get onto Sponsors tab:
  - Added automatically when selecting registration fee designed to automatically add as sponsor
  - Staff add sponsor via back office
    - Presold sponsorships



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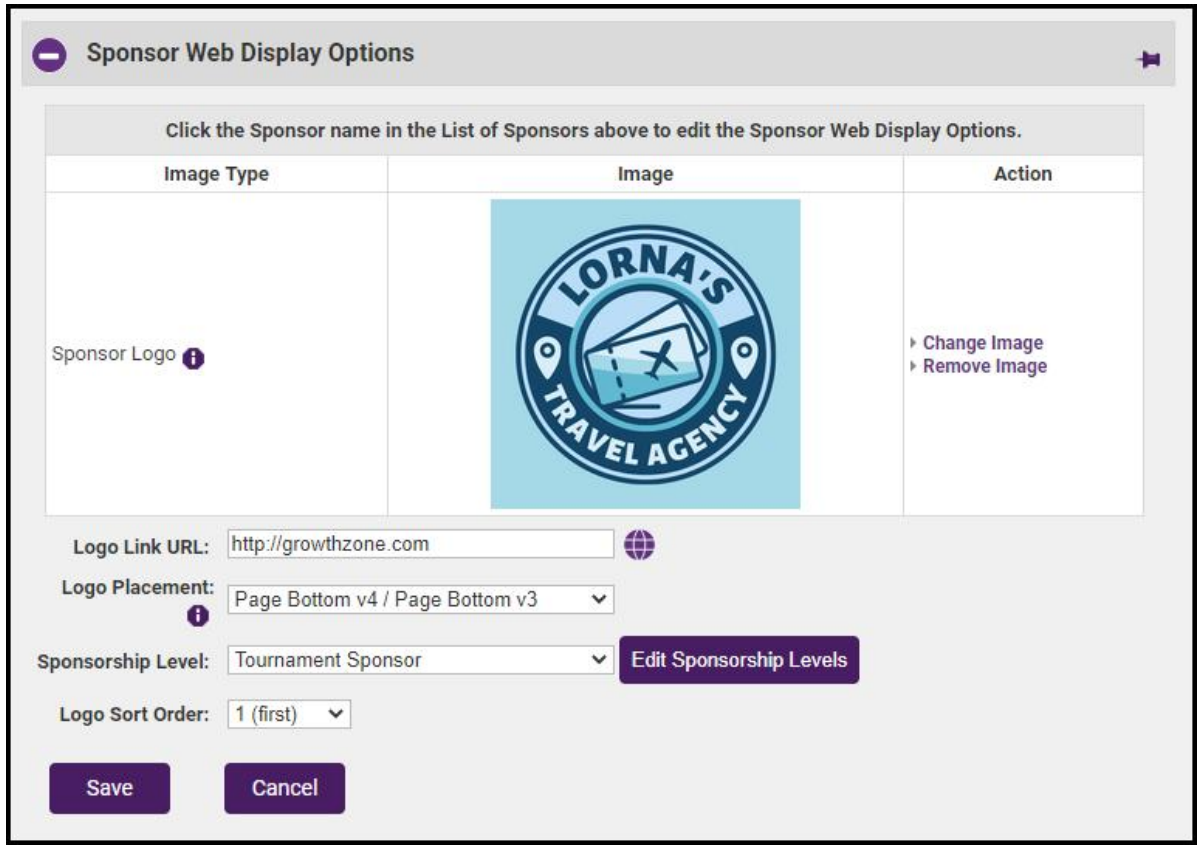
Sponsor Web Display Options

- Display sponsor logos
  - Event page
  - Registration page
- Logo links to sponsor's website
  - Can charge fee for this service
- Choose sort order
  - Defaults to alphabetical order



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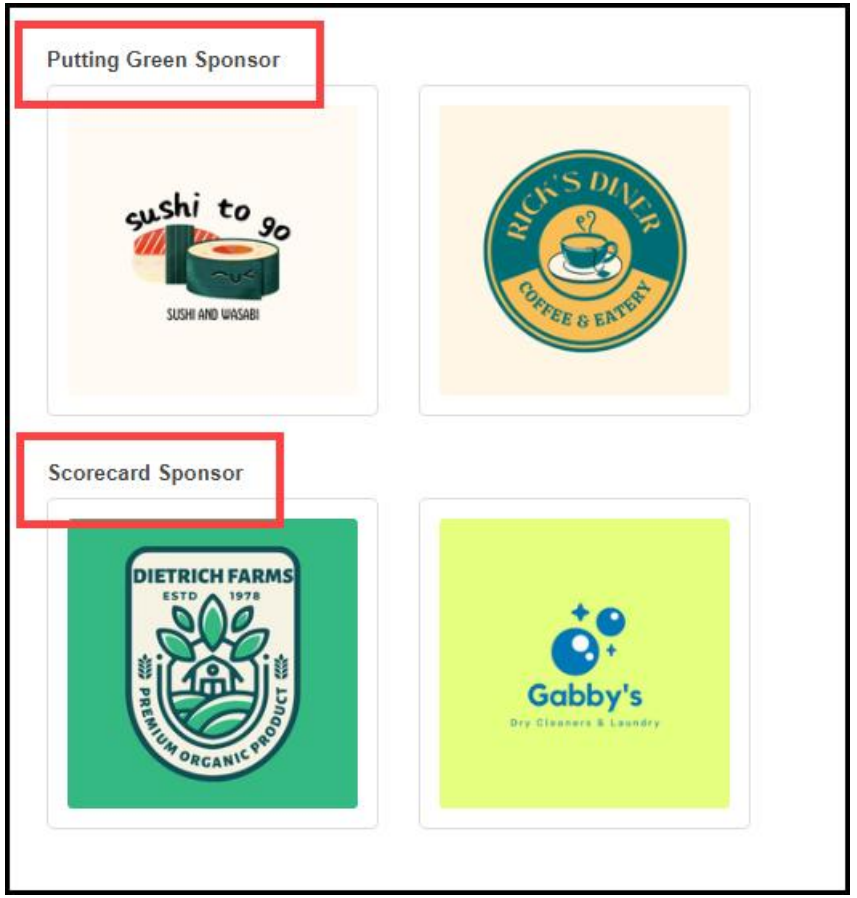
Sponsorship Levels

- Create custom Sponsorship Levels for each event
  - Offer variety of sponsorships
  - Wide variety of costs
- Display Sponsorship Level or not
- Customize sort order of Sponsorship Levels
- Can use in addition to Default Sponsorship Levels



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Sponsor Reports

- Event Sponsors Report
- Detail or Summary view
  - Detail includes Fee Items purchased, Price, Quantity, Total Cost, Sponsorship Level, etc.
- View total sponsorship revenue
- Report on multiple events

Event Sponsors

Member Name	Event Name	Sponsor Name	phone
Gabby's Dry Cleaning	Harvest Festival 2023	Gabby Thomas	(269) 987-9876
	Total Sponsorships: 3		
Tie Dye Designs	Harvest Festival 2023	Amy Richter	
	Total Sponsorships: 1		
Tie Dye Designs	Main Street Tree Lighting	Amy Richter	(269) 675-4444
	Total Sponsorships: 1		
Anthony's on Main	Harvest Festival 2023	Anthony Mane	(987) 654-3210
	Total Sponsorships: 1		
ABC Heating & Cooling	Harvest Festival 2023	Blye Johnson	(123) 456-7899
	Total Sponsorships: 1		
A+ Security	Harvest Festival 2023	Jason Dean	(701) 555-6853
	Total Sponsorships: 1		
Music Connection	Harvest Festival 2023	Frank Jay	(701) 555-1357
	Total Sponsorships: 1		
Clearview Window Repair	Harvest Festival 2023	Dale Window	
	Total Sponsorships: 1		
Total 8			

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Discounts

- Offer a variety of discounts for your event
- Create separate discount for each fee item
  - Complete control over each discount
- Advertise discount on event page, in event invitation, and social media
  - Discounts only work if people know about them!

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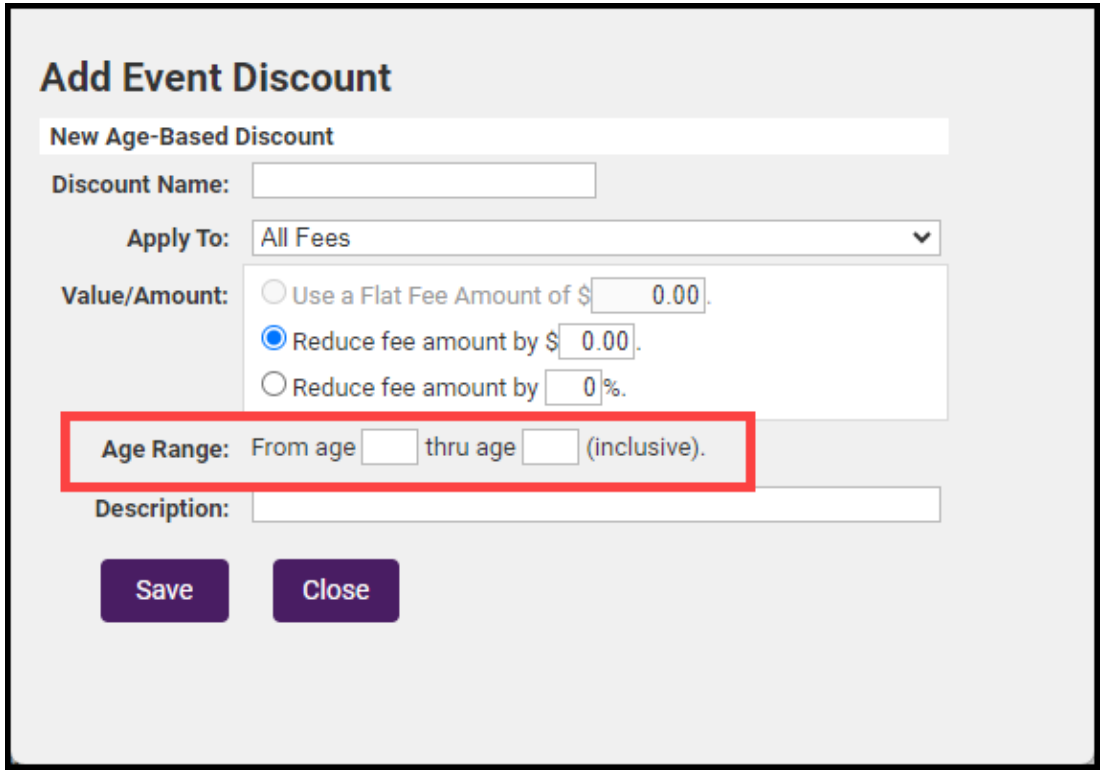
Age-Based Discounts

- Registrants enter their age during event registration to receive discount
  - Child under 5 discount
  - Senior-citizen discount
  - Young Professionals discount
- Encourage registrants from diverse age groups to attend your event



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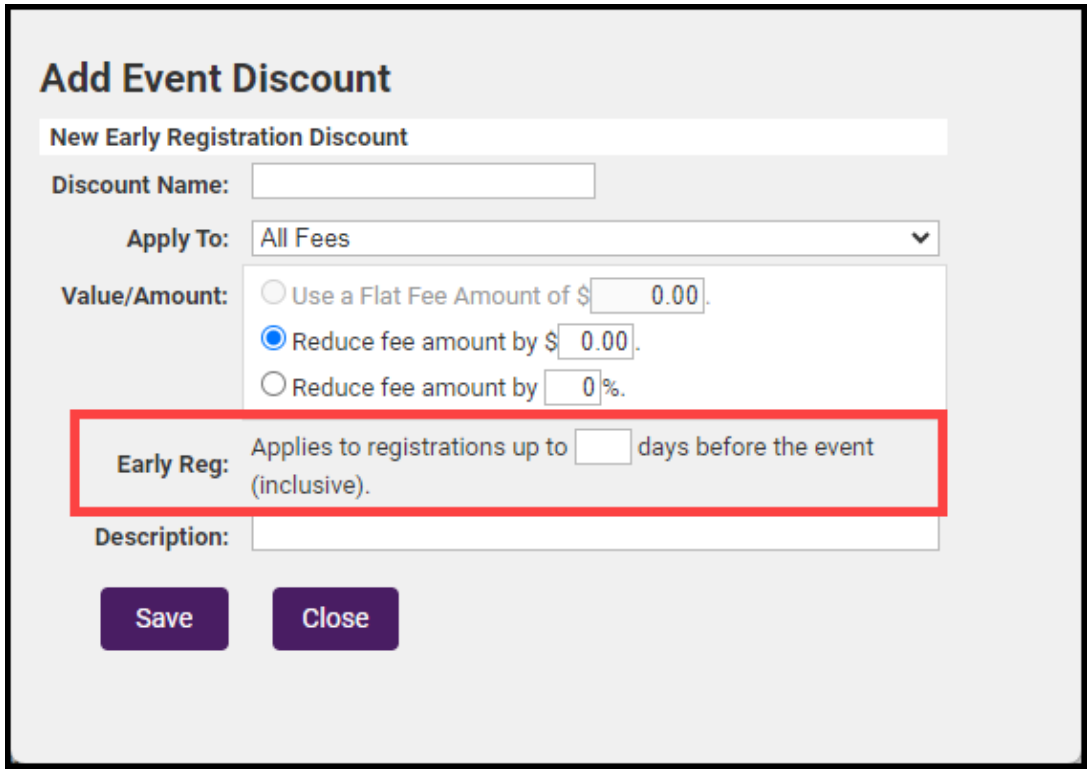
Early Registration Discounts

- Registrations within “Early Registration” window receive discount
- Reward guests willing to commit early to your event
- Build anticipation and buzz for your event
- Should be deepest discount



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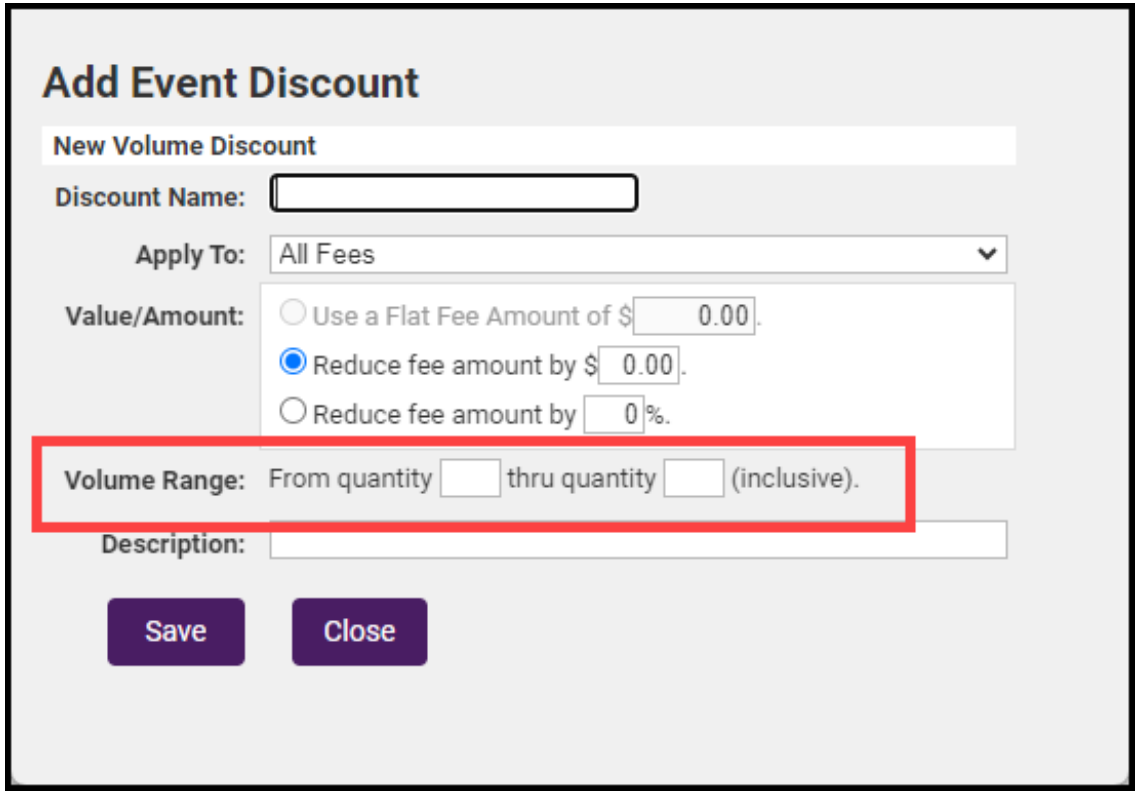
Volume Discounts

- Discount for registrants who purchase in bulk quantities
  - Two for one
  - BOGO
- Encourages registrant to purchase more
  - Leads to better attendance at event



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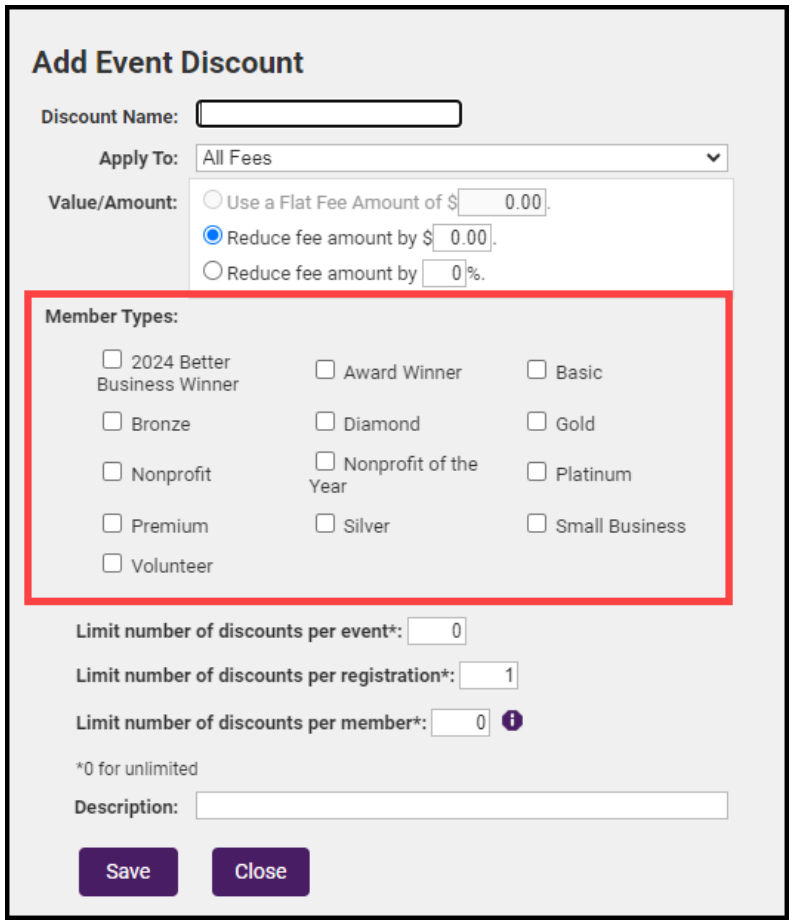
Membership Type Discounts

- Provide discount for certain Membership Types
  - Automatically applied when member's authenticated
- Demonstrates value to members
  - Advertise this discount in Fee Description to attract non-members
- Reward loyalty of your members



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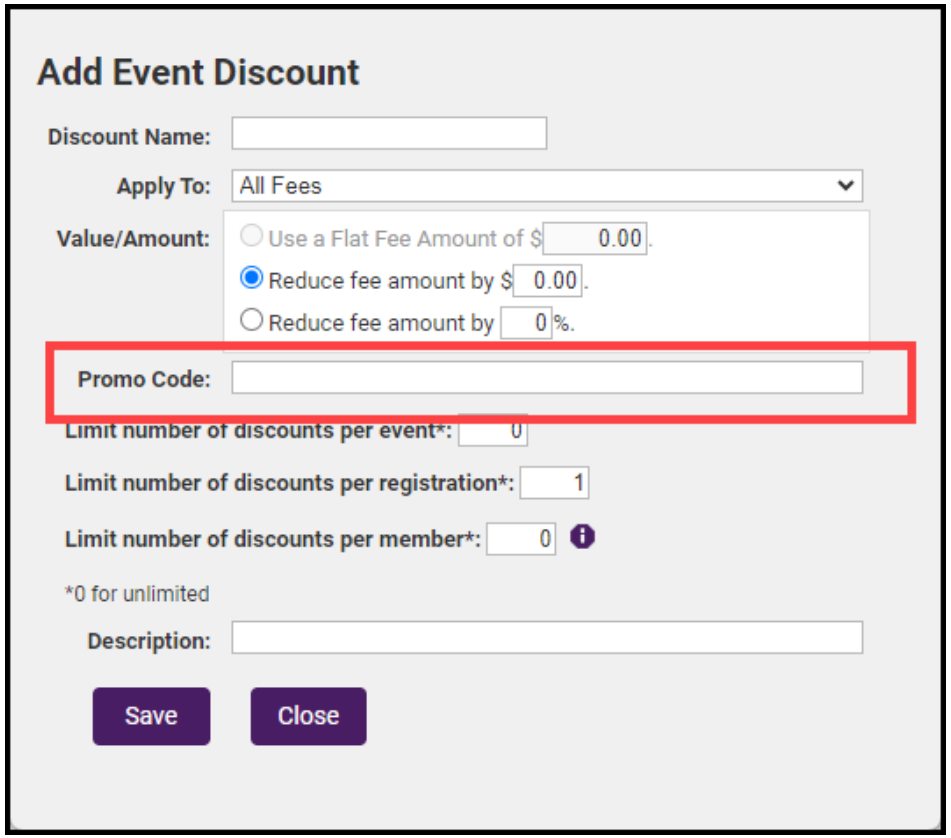
Promo Codes

- Use to generate leads and attract new members
  - Email addresses collected during registration can be added to your Sales Funnel
- Limit how many times promo code can be used
  - Encourage registrants to sign up early
- Create single-use promo code for competition winners



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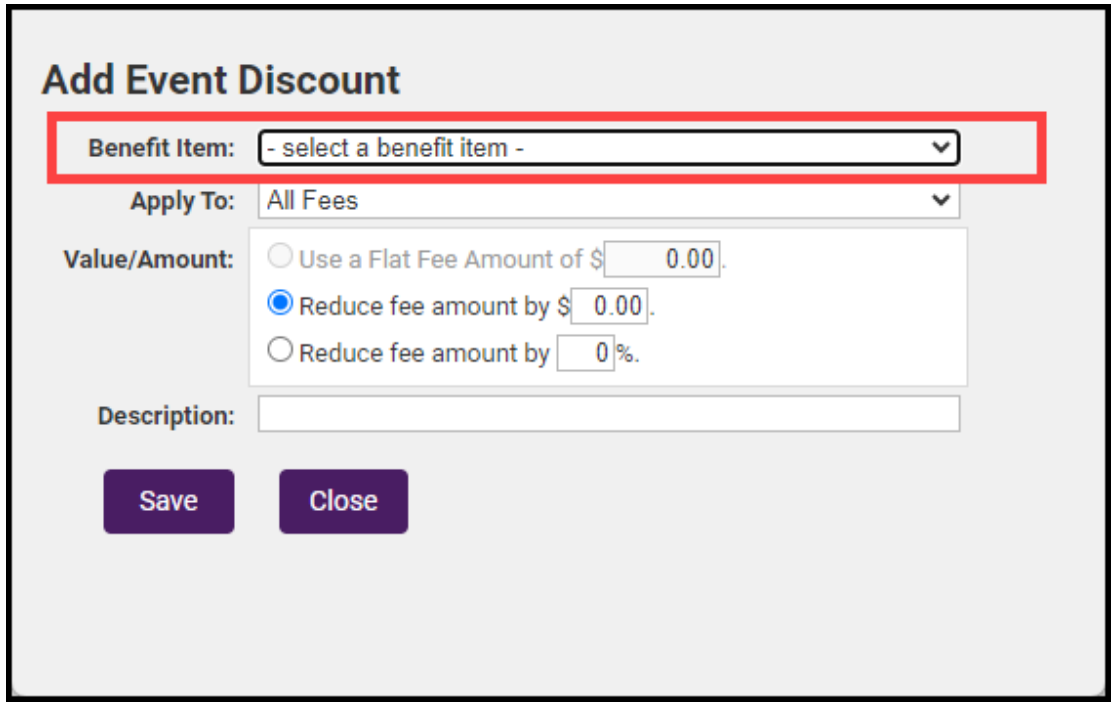
Benefit Item Discount

- Create Benefit Package with event discount
  - Tie Benefit Item to discount
- Automates event benefit usage tracking
- Encourage attendance for events
- Demonstrate value of certain membership packages



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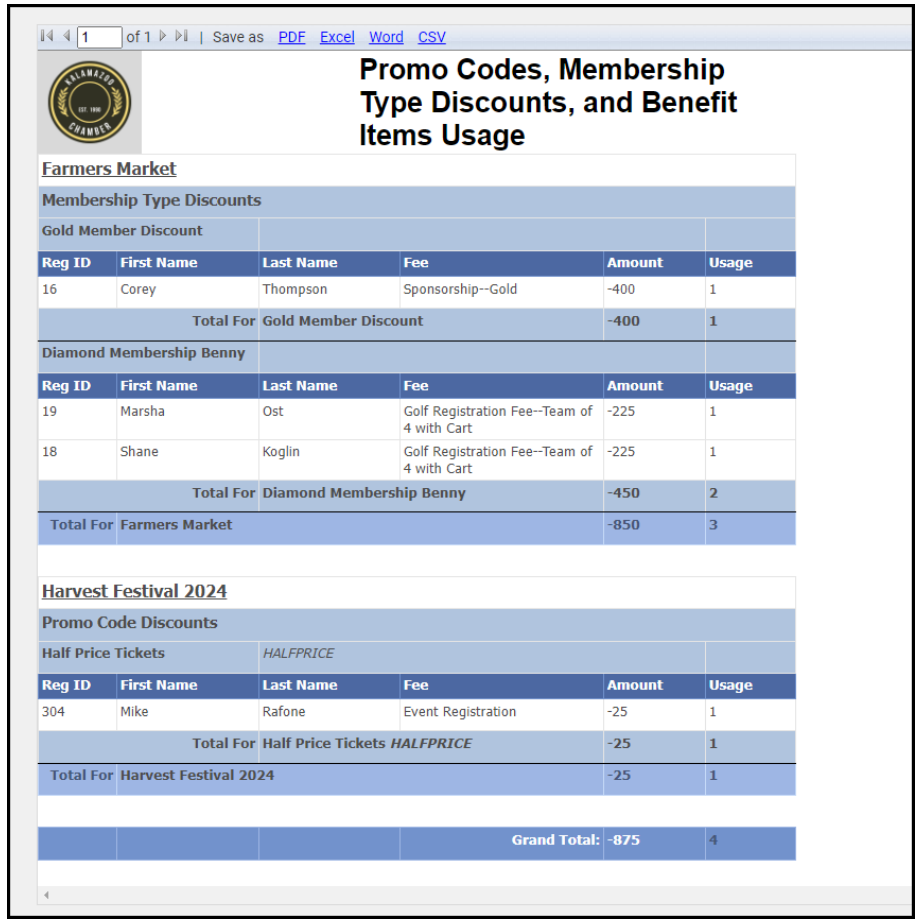
Event Discount Usage Report

- Reports quantity and value of discounts
  - Promo code
  - Membership type
  - Benefit item
- Provides marketing insights
  - Which promo code was used most?
  - Which marketing dollars making the biggest impact?



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Promo Codes, Membership Type Discounts, and Benefit Items Usage

Farmers Market

Membership Type Discounts

Gold Member Discount

Reg ID	First Name	Last Name	Fee	Amount	Usage
16	Corey	Thompson	Sponsorship--Gold	-400	1
Total For	Gold Member Discount			-400	1

Diamond Membership Benny

Reg ID	First Name	Last Name	Fee	Amount	Usage
19	Marsha	Ost	Golf Registration Fee--Team of 4 with Cart	-225	1
18	Shane	Koglin	Golf Registration Fee--Team of 4 with Cart	-225	1
Total For	Diamond Membership Benny			-450	2
Total For	Farmers Market			-850	3

Harvest Festival 2024

Promo Code Discounts

Half Price Tickets *HALFPRICE*

Reg ID	First Name	Last Name	Fee	Amount	Usage
304	Mike	Rafone	Event Registration	-25	1
Total For	Half Price Tickets *HALFPRICE*			-25	1
Total For	Harvest Festival 2024			-25	1
			Grand Total:	-875	4

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Training Resources

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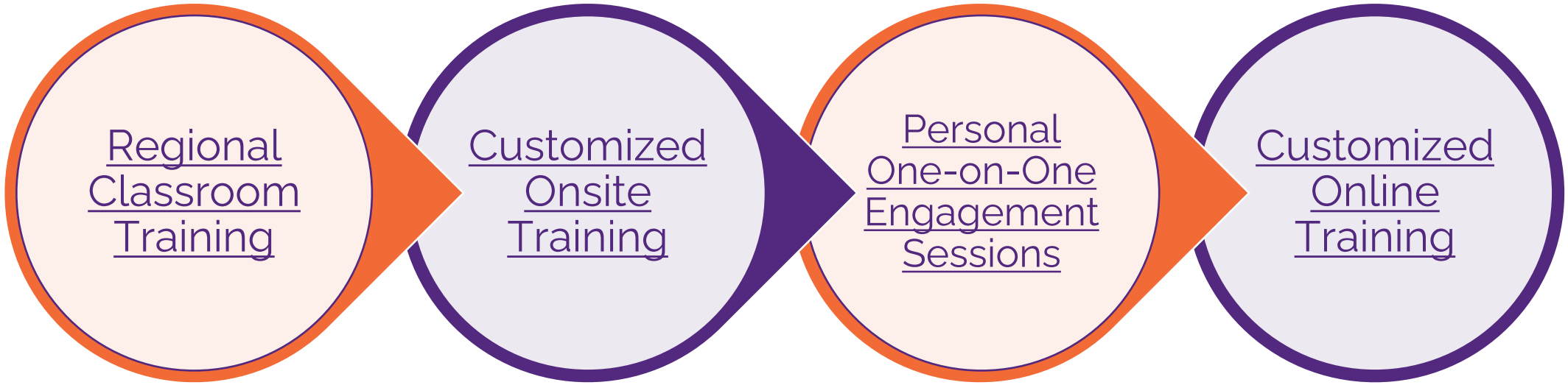
Expanded Training Offerings



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Questions?

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