

Optimizing Event Sponsorships & Discounts for Higher Engagement

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




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

Sponsor Web Display Options

Click the Sponsor name in the List of Sponsors above to edit the Sponsor Web Display Options.

Image Type	Image	Action
Sponsor Logo i	 <div>BARRY'S BOATS</div>	<div>▸ Change Image</div> <div>▸ Remove Image</div>

Logo Link URL: 🌐 [Use Member Website](#)

Logo Placement: i

Sponsorship Level: Edit Sponsorship Levels


Logo Sort Order:

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

Sponsor Web Display Options

Click the Sponsor name in the List of Sponsors above to edit the Sponsor Web Display Options.

Image Type	Image	Action
Sponsor Logo i		<div>▶ Change Image</div> <div>▶ Remove Image</div>

Logo Link URL: globe icon

Logo Placement: i dropdown arrow

Sponsorship Level: dropdown arrow

Edit Sponsorship Levels

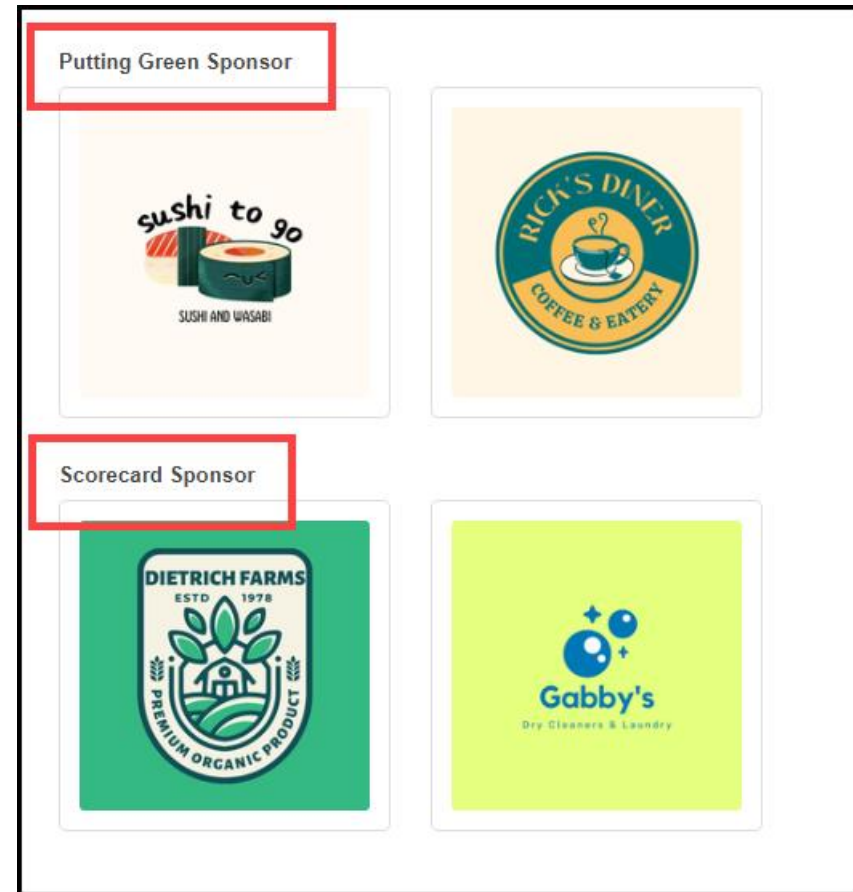
Logo Sort Order: dropdown arrow

Save

Cancel

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



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			

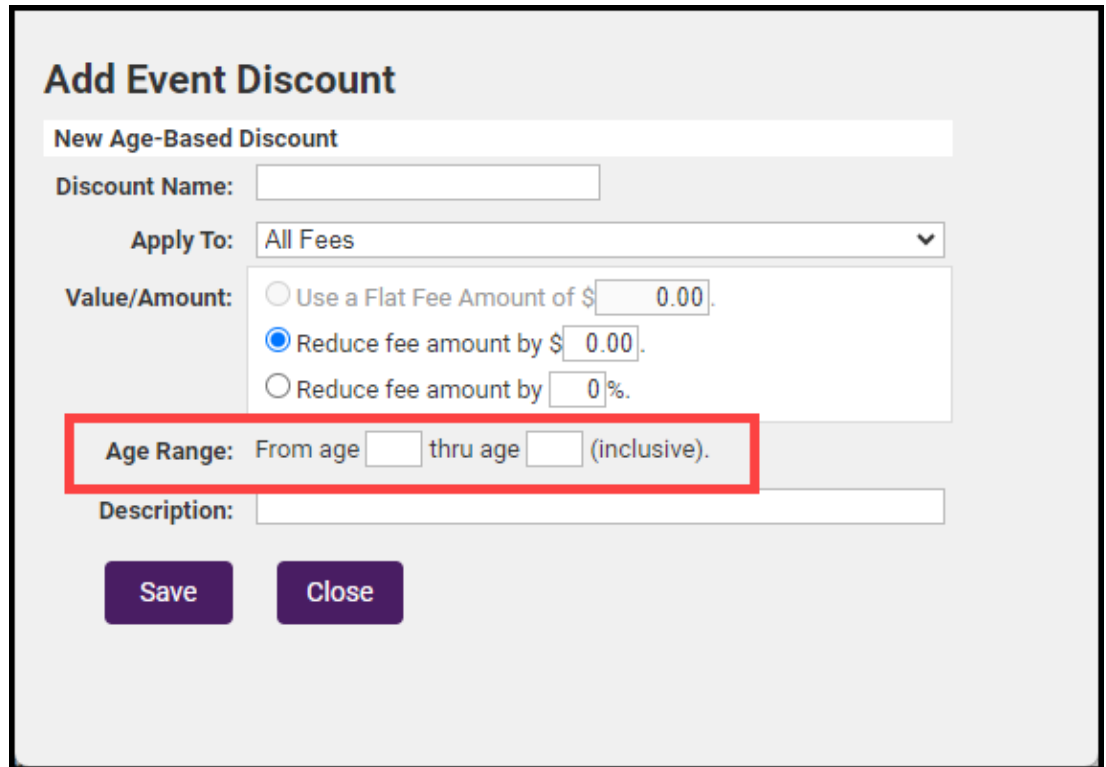
Discounts

- 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!



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



The screenshot shows a web form titled "Add Event Discount". Below the title is a text input field labeled "New Age-Based Discount". The form contains several sections: "Discount Name:" with a text input field; "Apply To:" with a dropdown menu currently showing "All Fees"; "Value/Amount:" with three radio button options: "Use a Flat Fee Amount of \$ 0.00", "Reduce fee amount by \$ 0.00" (which is selected), and "Reduce fee amount by 0%"; "Age Range:" with a red rectangular border around the text "From age [] thru age [] (inclusive)."; and "Description:" with a text input field. At the bottom are two buttons: "Save" and "Close".

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

Add Event Discount

New Early Registration Discount

Discount Name:

Apply To:

Value/Amount: ☐ Use a Flat Fee Amount of \$ ☒ Reduce fee amount by \$ ☐ Reduce fee amount by %

Early Reg:

Applies to registrations up to days before the event (inclusive).

Description:

Save

Close

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

Add Event Discount

New Volume Discount

Discount Name:

Apply To:

Value/Amount: ☐ Use a Flat Fee Amount of \$ ☒ Reduce fee amount by \$ ☐ Reduce fee amount by %

Volume Range: From quantity thru quantity (inclusive).

Description:

Membership Type Discounts

- Provide discount for certain Membership Types
- Demonstrates value to members
 - Advertise this discount in Fee Description to attract non-members
- Reward loyalty of your members

Add Event Discount

Discount Name:

Apply To:

Value/Amount: ☐ Use a Flat Fee Amount of \$
☒ Reduce fee amount by \$
☐ Reduce fee amount by %

Member Types:

<input type="checkbox"/> 2024 Better Business Winner	<input type="checkbox"/> Award Winner	<input type="checkbox"/> Basic
<input type="checkbox"/> Bronze	<input type="checkbox"/> Diamond	<input type="checkbox"/> Gold
<input type="checkbox"/> Nonprofit	<input type="checkbox"/> Nonprofit of the Year	<input type="checkbox"/> Platinum
<input type="checkbox"/> Premium	<input type="checkbox"/> Silver	<input type="checkbox"/> Small Business
<input type="checkbox"/> Volunteer		

Limit number of discounts per event*:

Limit number of discounts per registration*:

Limit number of discounts per member*: ⓘ

*0 for unlimited

Description:

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

Add Event Discount

Discount Name:

Apply To:

Value/Amount: ☐ Use a Flat Fee Amount of \$
☒ Reduce fee amount by \$
☐ Reduce fee amount by %

Promo Code:

Limit number of discounts per event*:

Limit number of discounts per registration*:

Limit number of discounts per member*: ⓘ

*0 for unlimited

Description:

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

Add Event Discount

Benefit Item: - select a benefit item -

Apply To: All Fees

Value/Amount:

☐ Use a Flat Fee Amount of \$ 0.00.

☒ Reduce fee amount by \$ 0.00.

☐ Reduce fee amount by 0%.

Description:

Save


Close

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?



1 of 1 | Save as PDF Excel Word CSV

 **Promo Codes, Membership Type Discounts, and Benefit Items Usage**

Farmers Market

Membership Type Discounts

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

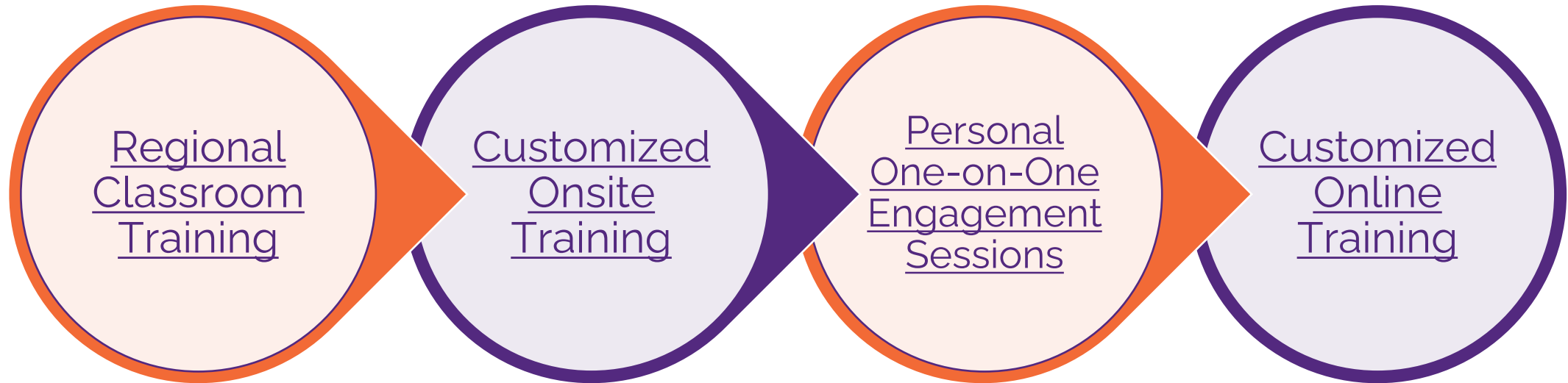
Promo Code Discounts

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

Training Resources



Expanded Training Offerings



Questions?