



Hole #5



SELLING SPONSORS

“Selling is simply a transferring of emotions.”
- Zig Ziglar

Early in my career, I had the opportunity to work with The Tradition, a Senior PGA event, held in Scottsdale, Arizona. My objective was to sell sponsors. I identified the companies in Arizona that were national in scope and had consumer products to sell. One of the first companies I went to see was the Dial Corporation. They manufactured soap as well as many other products. I was told to go to the decision-makers of any company to get an answer. I went directly to the top and was very lucky to get a meeting with the then-Chairman of the Board, John Teets.

*I took my whole bag of tricks and everything I had to offer a potential sponsor. As I sat in front Mr. Teets, I went down my list of how I could benefit his company, media coverage, tickets, signage, etc. He did not get excited until I mentioned I could provide him a membership to Desert Mountain Country Club, the course **The Tradition** was being played. He perked up and he said, “We’ll do it.”, a \$1,000,000 deal over five years. I could not believe it. It was the biggest deal I had ever sold. All because I got him excited about a country club membership.*

That was the beginning of my success in selling sponsorships, finding a hot button and then using it.

Selling sponsors is the key to a profitable event. In most cases sponsorship dollars are the profit. For most charity events, sponsors do not receive tremendous exposure, so the key to selling sponsors is a worthwhile cause and relationships. Below are the reasons business sponsor events.

Why Business Sponsor Events

They Believe in Your Cause – Business must agree with what your

organization is doing and support it.

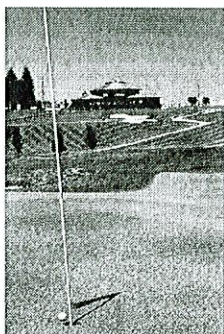
They are Part of Your Industry – If a company does business in your field, they will want to see the industry do well.

To Entertain Clients – If they can use it as a tool to bring out clients and entertain.

To Reach New Clients – If they believe their potential clients are playing in your event.

Specific Exposure – If they can reach people in their industry.

Public Relations – If they believe it will get their company name in the paper or the news.



How to Sell Sponsors

Develop a Sponsor Committee

- 1. Develop a Sponsor Committee** - Businesses will sponsor if asked by someone they know and or respect. Develop a committee with relationships.
- 2. Develop Sponsor Package and Benefits** - Provide as many benefits as possible.
- 3. Create a List of Potential Sponsors** - Get the committee together and brainstorm on businesses that will benefit by being involved.
- 4. Send out a Letter with Benefits to Potential Prospects** - Have the letter come from the person who has the contact at that business or use a well-known name, like the Honorary Chairman.
- 5. Follow up with Phone Calls in a timely manner** - Phones are the most important part of the process. They will not respond to mail only.
- 6. Find his or her Hot Button** - Every person has a hot button. Exposure, money, community. Find out what it is and use it.
- 7. Mutual Relationship** - It is hard to reach high-level decision makers. if you

do not have a common relationship, find one.

8. Explain Benefits - Do not assume they know the benefits. Take the time to discuss the benefits.

9. Sell larger sponsors face to face - Don't try to sell a large package over the phone. Get a meeting and allow them to get to know you.

Sponsor Packages

Sample Sponsor Packages

Title Sponsor	Platinum	Eagle
Presenting Sponsor	Gold	Birdie
Major Sponsor	Silver	Par
Contributing Sponsor	Copper	Bogie
Hole Sponsor		
Contest Sponsor		
Meal Sponsor		

Title Sponsor Package

Company Name in Title of Event. "Company Charity Challenge"

Company Logo in all Promotional Material.

Company Information to all Participants.

Company Banner at the Event.

Two Foursomes in Tournament.

Company Sign on all Golf Holes.

Company Sign on all Golf Carts.

Company Executive as Emcee of Awards Presentation.

Company Name in Newsletter.

Display Table at the Event.

First Right of Refusal for Next Year's Event.

Investment: \$10,000.

Presenting Sponsor Package

Company Name in Title of the Event.

“Charity Golf Tournament, Presented by Company”

Company Name in all Promotional Material.

Company Information to all Participants.

Company Banner at the Event.

One Foursome in the Tournament.

Company Name in Newsletter.

Company Mention during Awards Ceremony.

Display Table at the Event.

Investment: \$5000.

Major Sponsor Package

Company Name in all Promotional Material.

Company Information to all Participants.

Two Playing Spots in the Tournament.

Company Sign on 1 Golf Hole.

Company Mention during Awards Ceremony.

Display Table at the Event.

Investment: \$3000

Contributing Sponsor Package

Company Information to all Participants.

One Playing Spot in Tournament.

Company Mention during Awards Ceremony.

Company Sign on Golf Hole.

Investment: \$1000.

Hole Sponsor Package

Company Sign on Golf Hole.

Company Mention during Awards Ceremony.

Investment: \$500.

Contest Sponsor Package

Company Sign on Contest Hole.

Company Hand Out on Contest Hole.

Company Mention during Awards Ceremony.

Investment: \$1000.

Meal Sponsor Package

Company Banner on Site.

Company Information to all Participants.

Company Commercial during Meal.

Investment: \$2500.

When developing your sponsor packages, list all of the benefits you can offer them and divide them up into value. Give them more than the value. The more exposure, the happier the sponsor. Company's love to see their name in lights.

***** Triple Star Idea**

The most effective way we have found to sell many sponsors and golfers at the same time is to work with a large business or supermarket that has many vendor relationships. If a business takes on the tournament as their own, they will not only sell many sponsorships to their vendors, they will also line up golfers through their client base.

Sample Sponsor Letter

Make sure every sponsor package you send has a letter that explains what you are doing.

Name
Company
Address
City St Zip

Dear _____,

We would like to present to you an exciting golf event will give you an opportunity to entertain clients and get exposure to potential clients. This will include golfers from around the community and will raise money for a worthwhile cause.

On March 15, 2001, 8:00 AM Shotgun Start at Arrowhead Country Club in Phoenix will be **The First Annual Phoenix Leaders Challenge**. This is a unique golf tournament that will be a full day of exciting events. Long Drive Contest, Closest to the Pin, Hole in One, Raffle, Auction and many great prizes.

This is an opportunity for your company to reach many clients and help raise money for this great cause. Please consider participating as a sponsor. As a sponsor you will receive:

Sponsor Benefits:

- Company Name in all Promotional Material.
- Display Table with Company Services.
- Foursome in Tournament.
- Company Sign in Tee Box.
- Company Name Mentioned in Awards Ceremony.

All these benefits, and assisting in our mission, for a contribution of \$5000 (tax deductible). We appreciate your consideration. If you have any questions, please feel free to call us. We will be in touch soon.

Sincerely,

John Smith