

7 Event Sponsorship Fails

The online world has connected brands to customers in new ways, but your event can give them something digital advertising can't — unprecedented access to their customers. In return for that access, sponsors are willing to pay large sums of money.

[The Sponsorship Collective](#) president and CEO Chris Baylis has helped brand sponsors and events across North America develop long-lasting partnerships. He's here to share the seven most frequently made mistakes events make when selling event sponsorship.

#1 Ignoring the market rate of your sponsorship assets



“A majority of event organizers have no idea what the market rate is for their sponsorship properties” says Baylis. “So they tend to make it up.”

Determining the market value of your sponsorship assets is essential to securing more event sponsors while boosting your revenue.

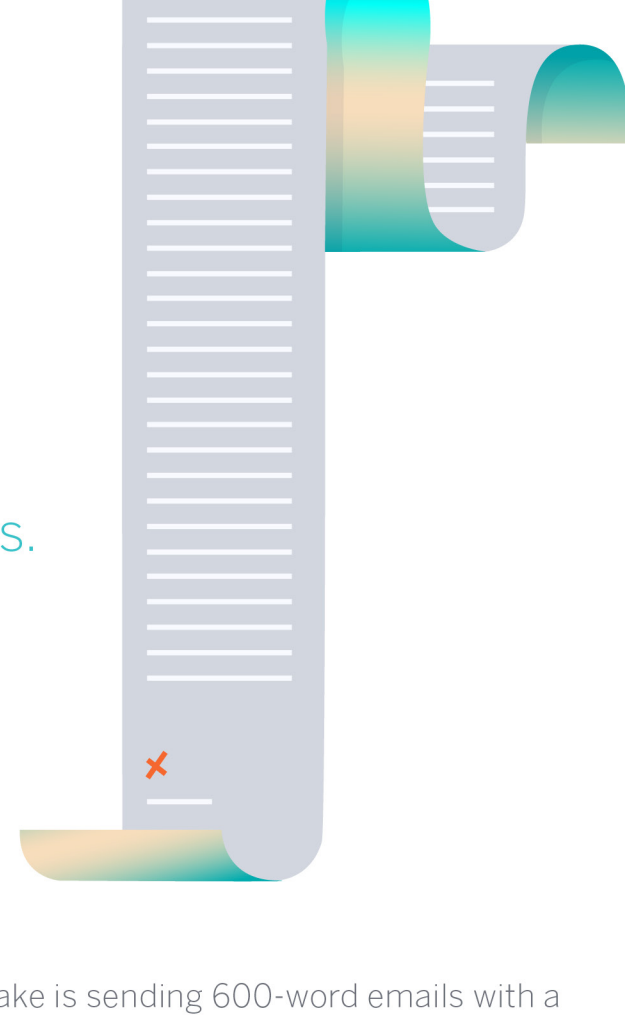
“Blindly assigning value to your assets is how you end up undercharging sponsors or asking for too much.

—Chris Baylis
The Sponsorship Collective president and CEO

#2 Leading with your sponsorship proposal

“Event sponsorship is a relationship business.

—Chris Baylis
The Sponsorship Collective president and CEO



“One of the most common mistakes I see people make is sending 600-word emails with a proposal attached,” says Baylis. “They hope the recipient will open, read, and respond by purchasing a prepackaged opportunity — it doesn’t work like that.”

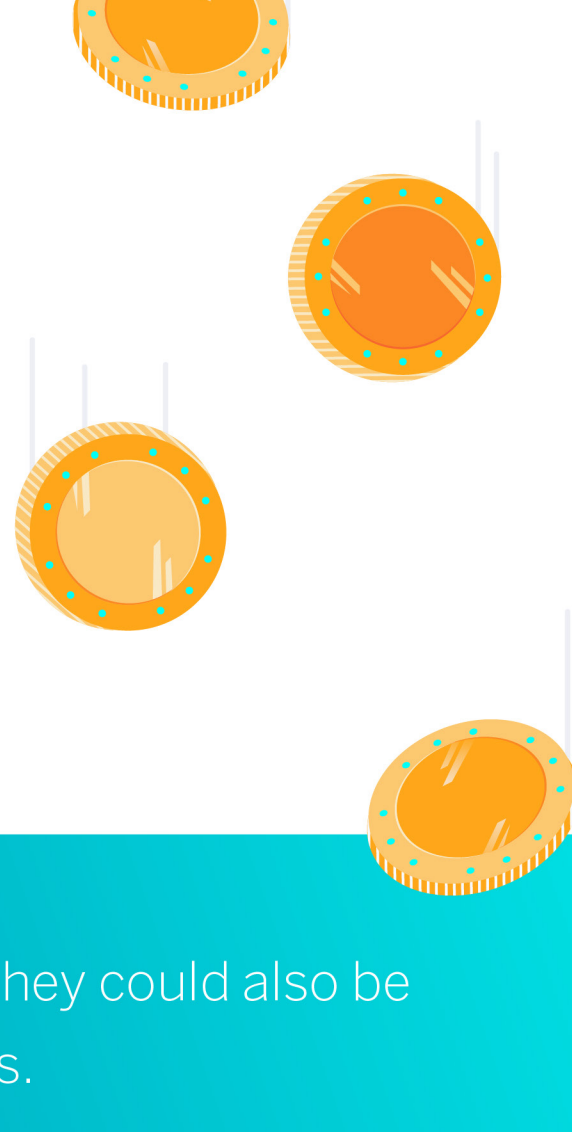
The best sales tool you have is not your sponsorship proposal — it’s you. “Event sponsorship is a relationship business,” says Baylis. “that requires sincere interest in the sponsor’s objectives and how you can help them achieve goals.”



#3 Accepting in-kind sponsorship

“The hard costs of your event have nothing to do with the market rate of your sponsorship assets”

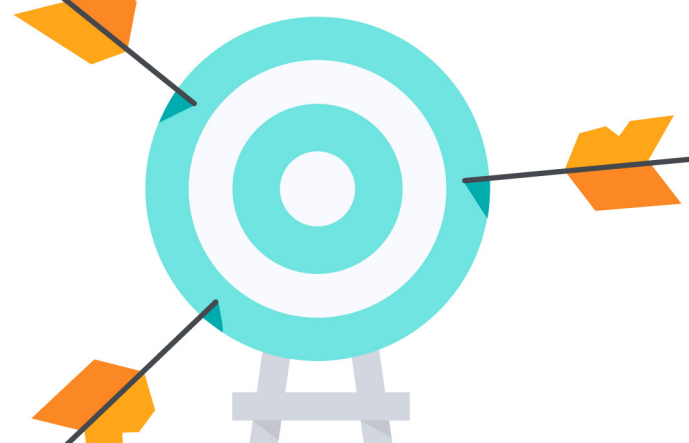
“So while it’s nice when a sponsor offers ‘free’ wine, dinner, audio-visuals, or anything else — it could actually be costing you thousands of dollars in sponsorship revenue” says Baylis.



“In-kind donations are nice, but they could also be costing you thousands of dollars.

—Chris Baylis
The Sponsorship Collective president and CEO

#4 Mistaking sponsorship for philanthropy



While there’s nothing wrong with telling sponsors about the qualitative impact your event has, **make sure to demonstrate how your event will help them reach their goals and objectives.**

Baylis’s Tip —

He sees this mistake manifest in sponsorship packages. “They often spend the first 5 pages talking about the mission, vision, and impact,” he says. “Focusing on ‘the cause’ doesn’t demonstrate the value of the sponsorship.”

#5 Forgetting your activation strategy

It goes without saying that you must deliver everything you offer your sponsors. “A detailed plan that outlines how you’ll fulfill your obligations to your sponsors is absolutely necessary,”

Baylis stresses.



Before your event, list out your sponsorship assets and delegate staff member to take pictures of attendees engaged with their experiential marketing. **Provide screenshots of social media mentions, and document everything you agreed upon.**

#6 Failing to follow up



“After your event, the most critical step for you is to follow up with your sponsors.

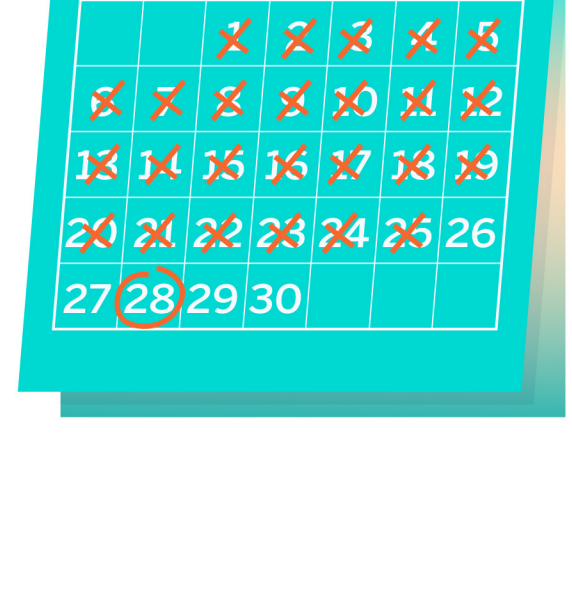
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“These fulfillment reports don’t have to be complicated, but it’s the most critical step in the process” says Baylis. Within two weeks of your event’s end, call a meeting with your sponsors to discuss the outcome of their investments. Come prepared with a **fulfillment report outlining how you delivered (or hopefully over delivered) on each promise.**

#7 Waiting too long to secure sponsors

“Starting to sell sponsorship three months before your event guarantees you’ll miss out on a lot of opportunity,” says Baylis. “Six to eight months before your event is better, but a year or more is even more ideal.”



Sponsorship is a partnership between your event and your sponsors. **It takes time to build a custom package that aligns to their goals and objectives.**

“Starting to sell sponsorship a year before your event is ideal

—Chris Baylis
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Get more insights from sponsorship experts in the 2017 Guide to Event Sponsorships. [Download your copy.](#) For more information on how Eventbrite can help you and your event grow, get in touch with one of our experts by contacting us [here](#) or calling (866) 902-2531