

The great deal



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THE SEARCH FOR
THE TOP 25
YOUNG
MARKETING
LEADERS
2015



Share your Idea



Q&A

Common Questions from You

What

- Kind of Sponsors best for seminar-type events
- Content of the Sponsorship Letter

Who

- Contact Person/s from the Sponsors

When

- Best Time to Send Sponsorship Letter
- When to Follow-up Sponsorship Confirmation

How

- How to Win Sponsors
- How to Set Appointment
- How to Contact Them

But no one of you asked

“WHY?”

SO Why do we need sponsor?

Org Need-Centric

- Reduce my costs and overhead
- Value-addition for my event
- Bridge for my Future Employment

Sponsor-Centric

- Help Brands & Companies create awareness through my market
- Leverage on relevant advocacies of brands/companies
- Practice professionalism and negotiation

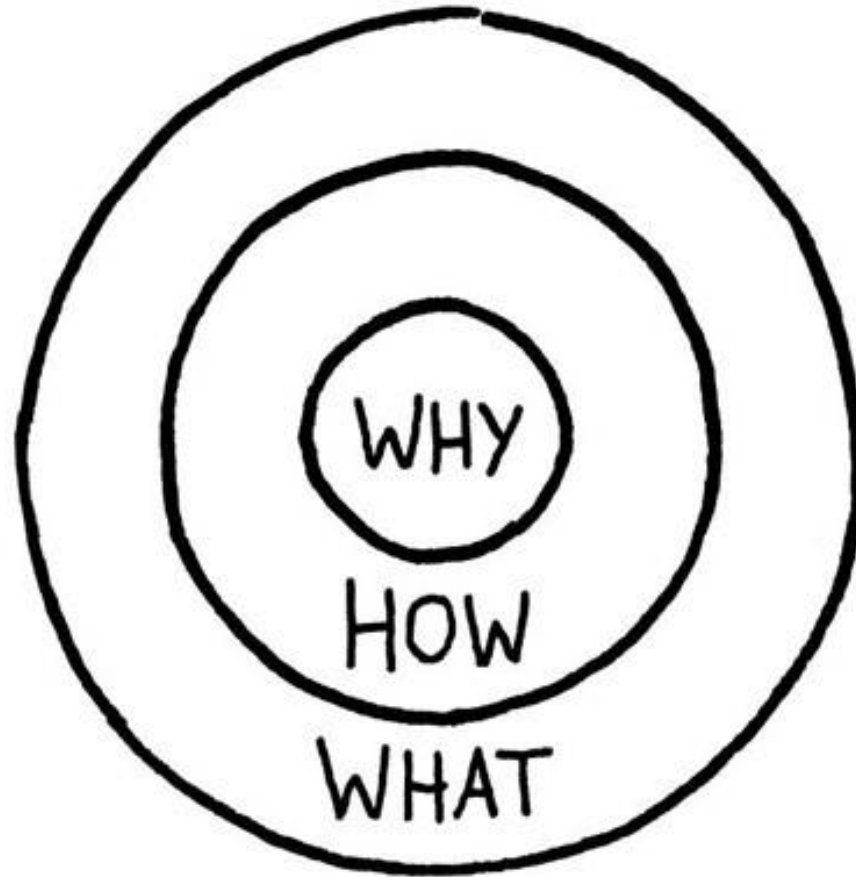
Not enough focus here

WHY

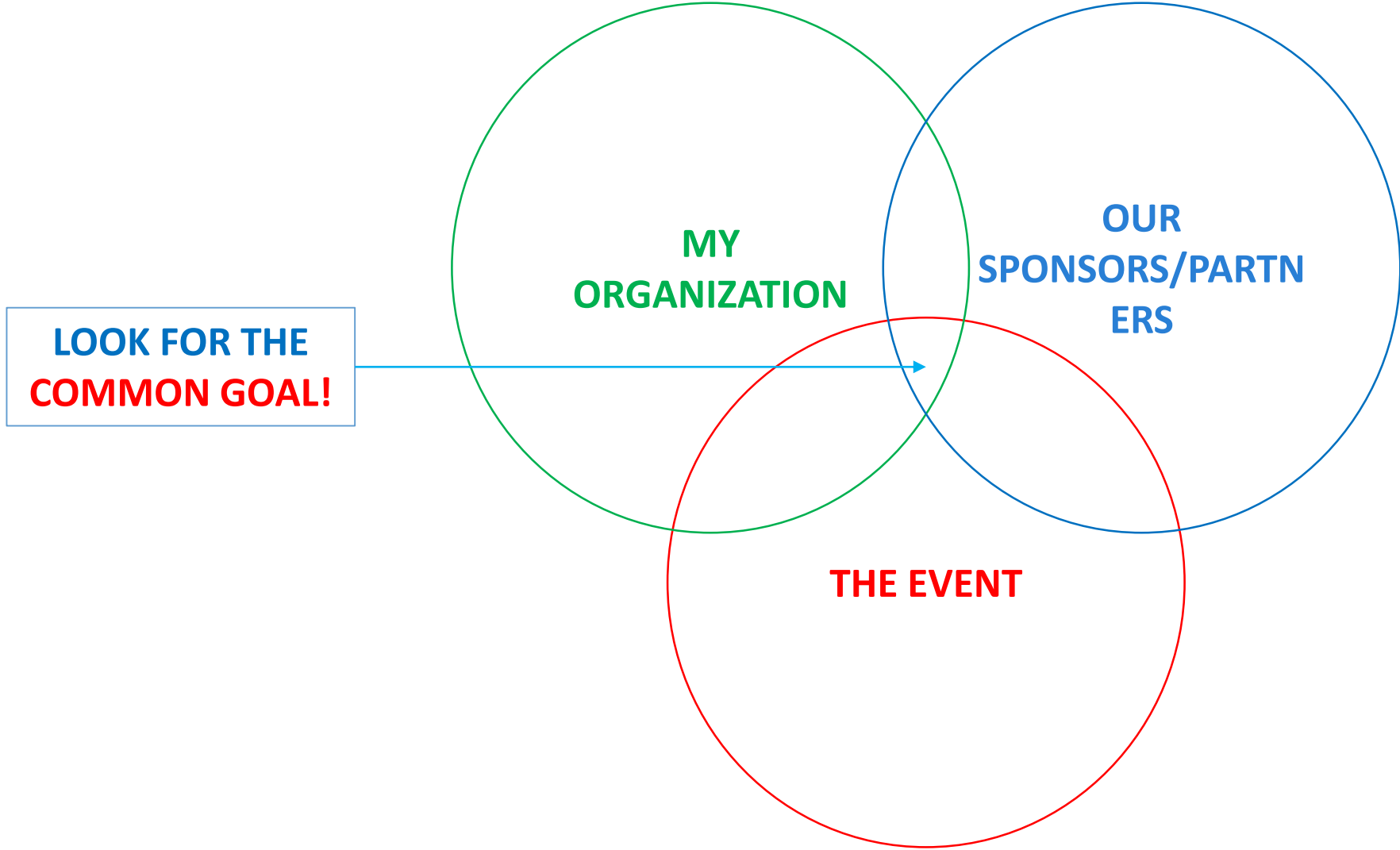
Too much focus here

WHAT

HOW



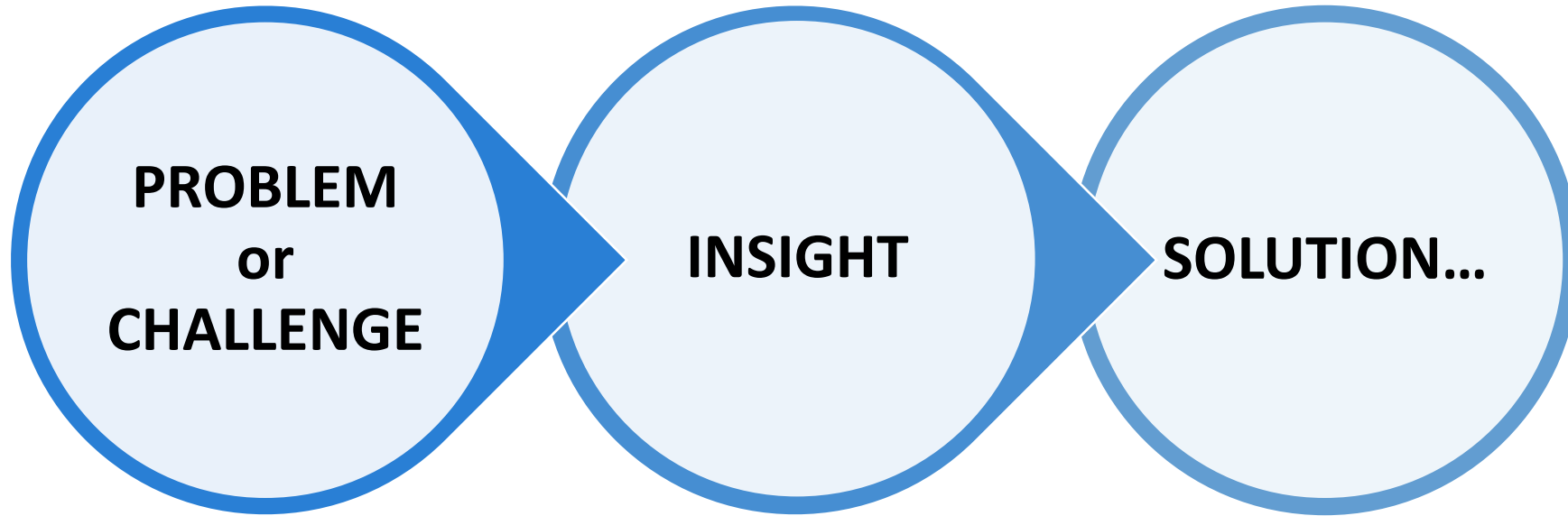
“How my organization and sponsors can achieve our mutual goal/s?”





- **Help students improve their study** by introducing new ways of working

- “We are up for learning Google technologies, but we **don’t know how to fully utilize it.**”



Google
Student
Ambassador

- How can we **reach students to help** them improve their studies?

- Google's mission is to **organize the world's information and make it universally accessible and useful.**

 Google Student Ambassadors
Far Eastern University



 /FEUGSA
 feupva@gmail.com

 +FEUGSA
 @FEU_GSA



in cooperation with



presents

Google™

Technologies and its Applications



Hi y'all, we want to accommodate everyone, but we can only have the first **35** registered Google students only for this Google alternative class.



DATE:
JANUARY 24, 2014



TIME:
1:30 PM - 3:00 PM



VENUE:
NB 201

IAEF Alternative Class with FEU Google Student Ambassadors



MY
ORGANIZATION

OUR
SPONSORS/PARTN
ERS



Google
Student
Ambassador

REMEMBER!

To win your sponsor, you have to understand your their need and help them address through your event.

THE EVENT

An event poster for 'Google Technologies and its Applications'. The poster includes the Google logo, the text 'Technologies and its Applications', and details about the event: 'Hi y'all, we want to accommodate everyone, but we can only have the first 35 registered Google students only for this Google alternative class.' The event is presented by Google Student Ambassadors Far Eastern University in cooperation with FEUIABFSC. The date is January 24, 2014, the time is 1:30 PM - 3:00 PM, and the venue is NB 201. Social media icons for Facebook, Twitter, and YouTube are also present.

Google Student Ambassadors
Far Eastern University

Google

Technologies and its Applications

Hi y'all, we want to accommodate everyone, but we can only have the first 35 registered Google students only for this Google alternative class.

DATE: JANUARY 24, 2014
TIME: 1:30 PM - 3:00 PM
VENUE: NB 201

Alternative Class with FEUI Google Student Ambassadors

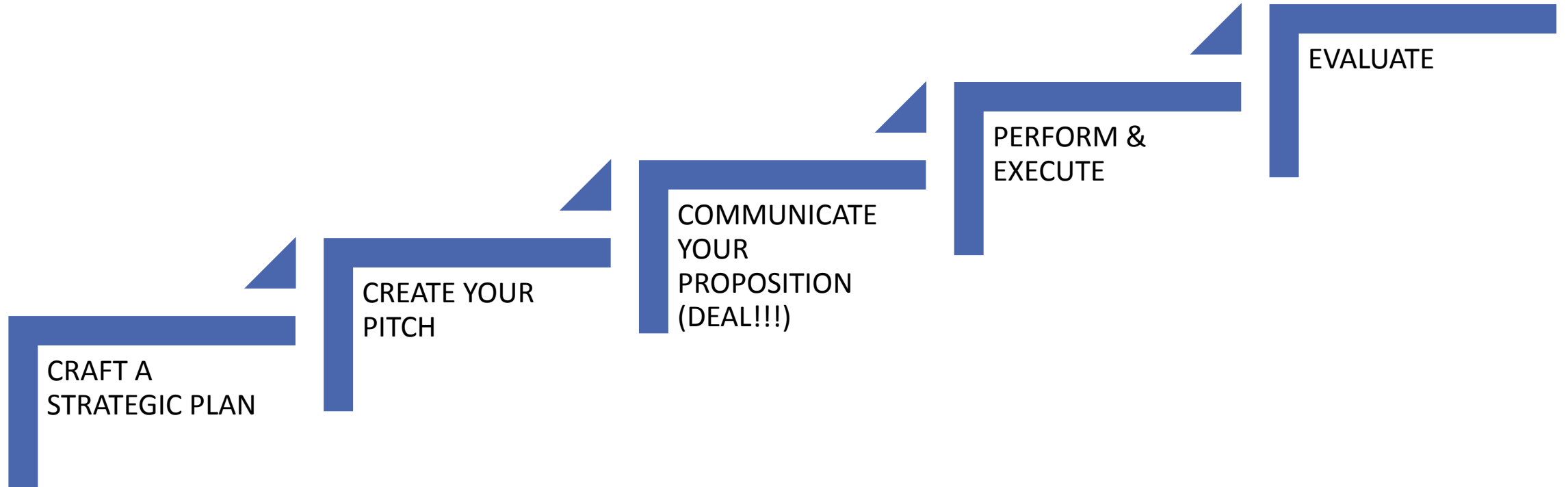


99% of proposals...

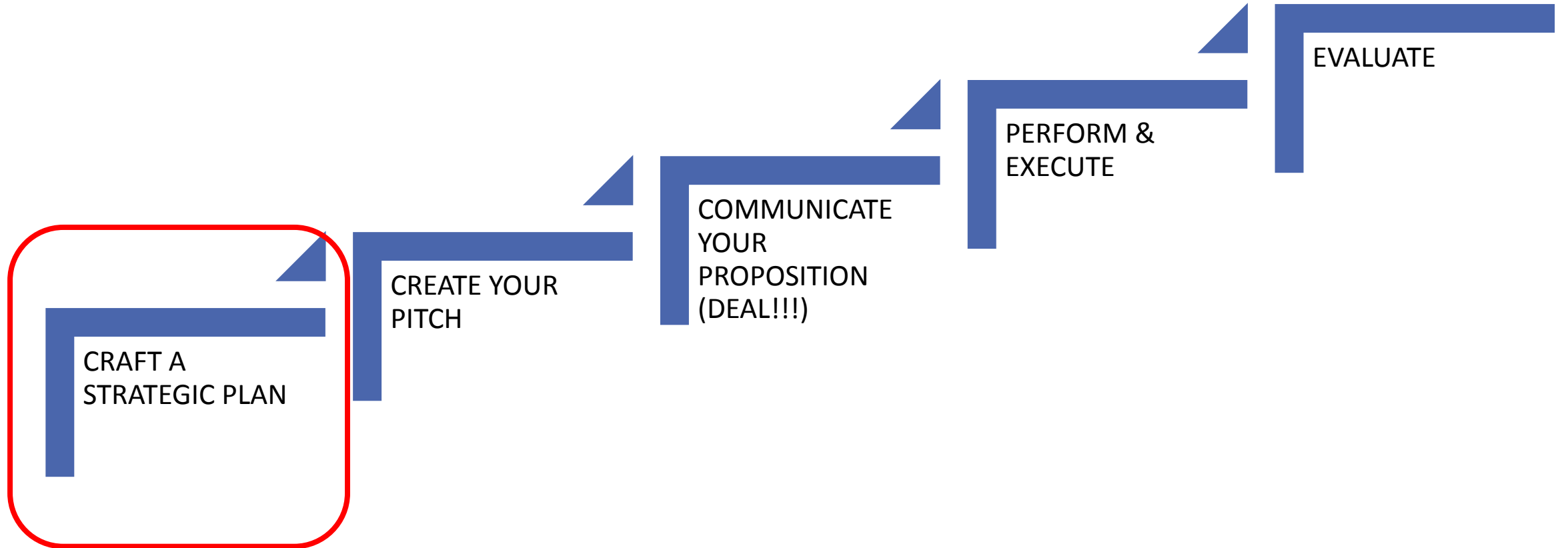
1. Concentrate of **your needs, not the sponsor's**
2. Make the sponsor do **all the work seeking for relevance**
3. Don't make a **business case or picture of success**
4. Offer **the same benefits / commodities** in sponsorship
5. Are **hard to read & understand**
6. They **DO NOT PLAN** at all.

This is why 99% of proposals **fail**.

YOUR JOURNEY



YOUR JOURNEY



1/ STRATEGIC PLAN



Understanding the Sponsor

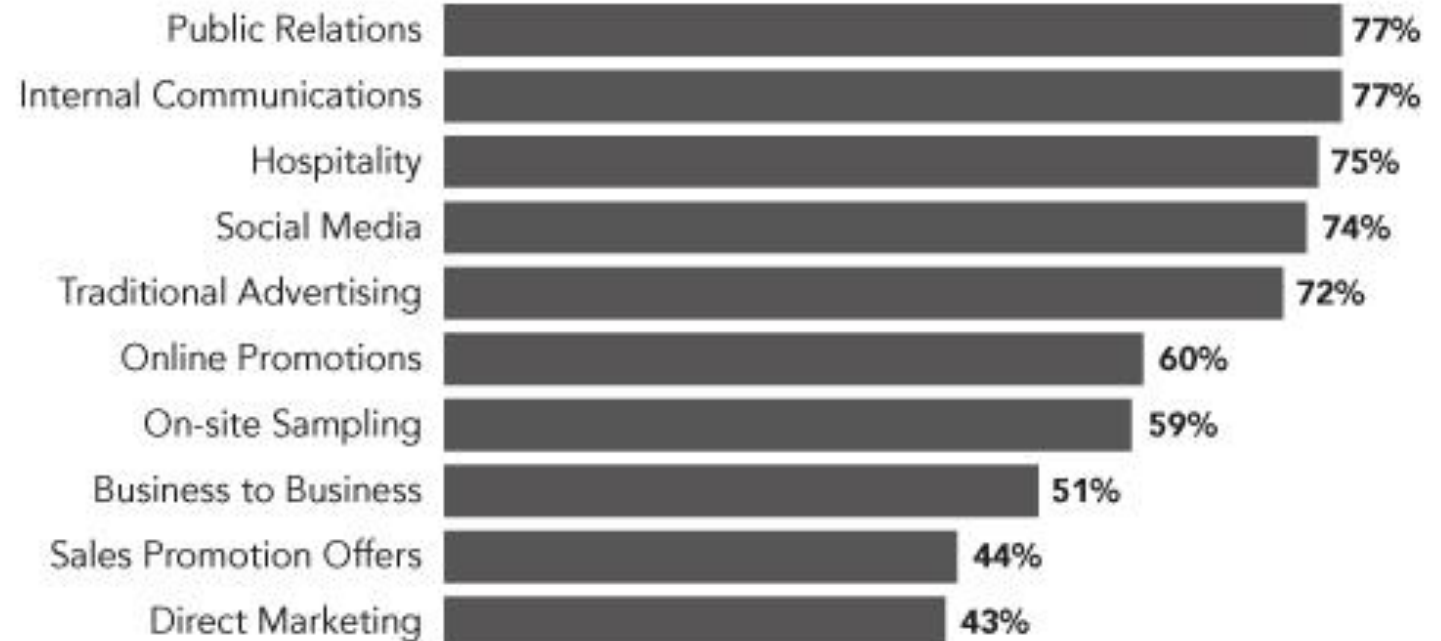


How can you
help them?



Need of your sponsors

1/ Marketing Communication Channels to Leverage your Sponsor Programs



Need of your sponsors

2/ How valuable are the following benefits to you?



Need of your sponsors

3/ How valuable are the following metrics to you in evaluating sponsorships?

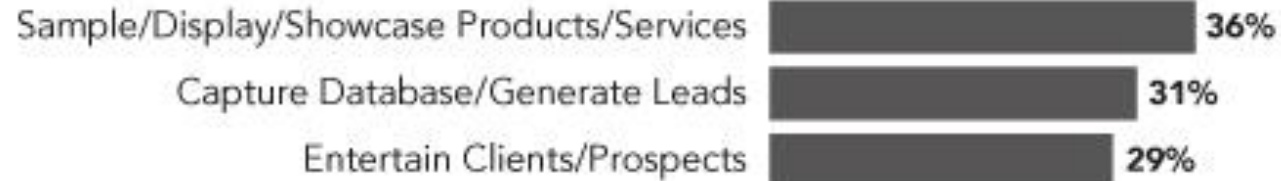


Need of your sponsors

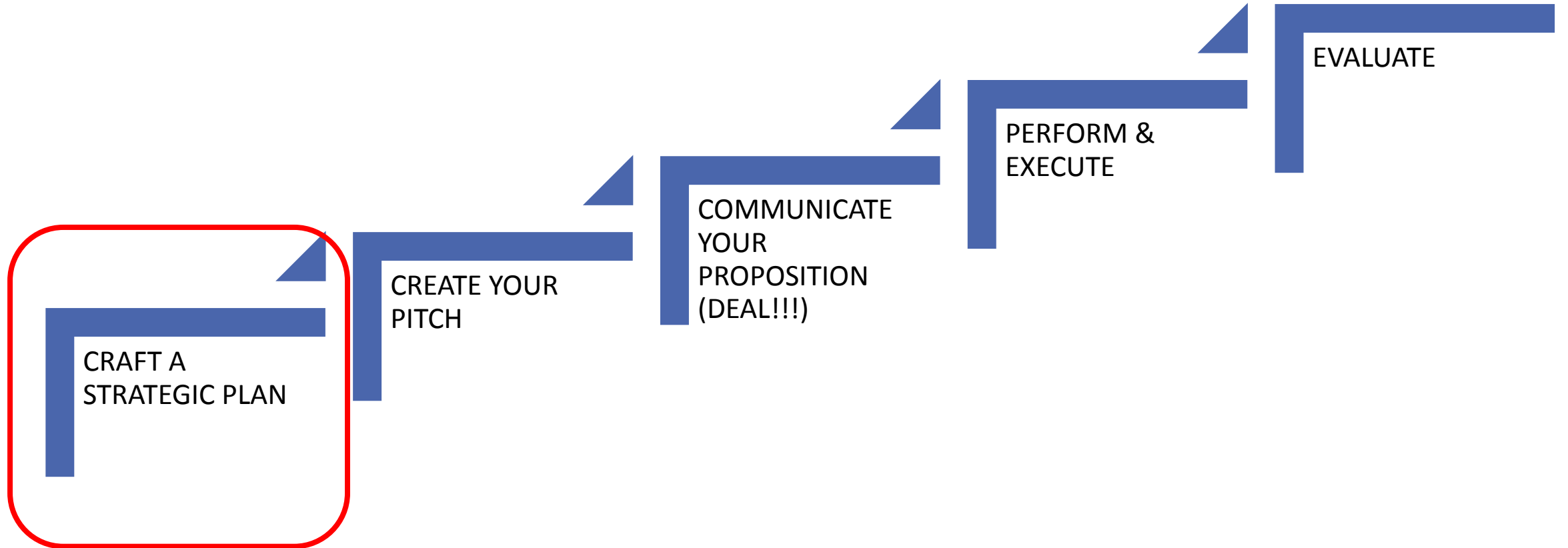
4/ How important are the following



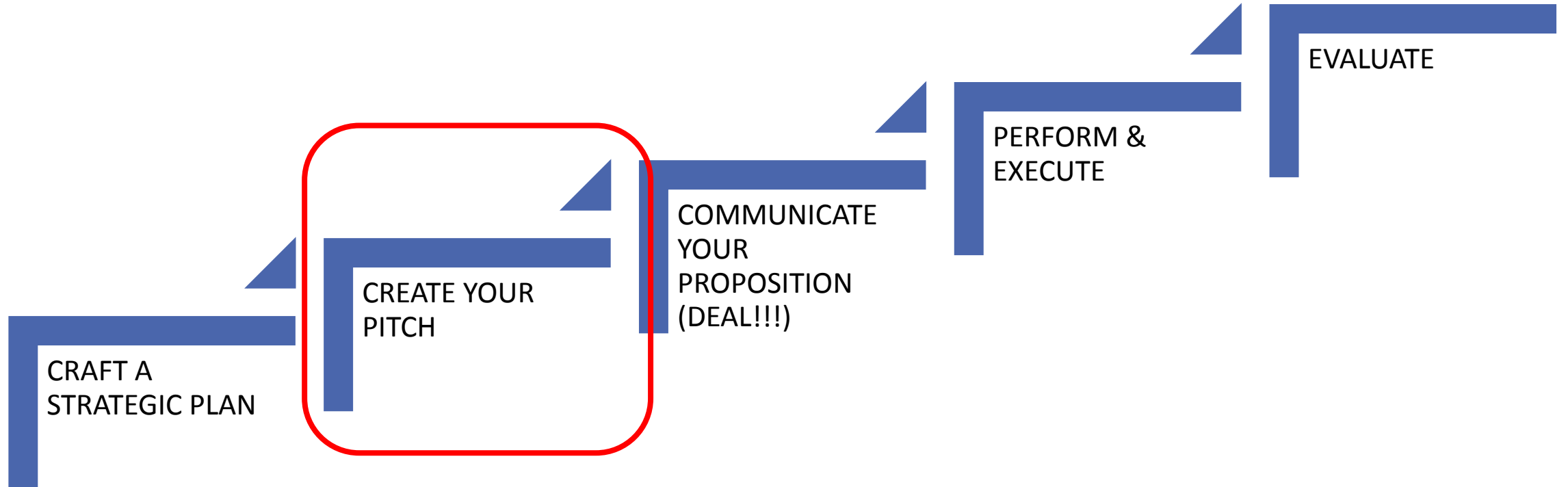
REMEMBER! Strategic planning is very important to win & understand sponsors. Make sure you really know their motivation to say 'yes' to your pitch.



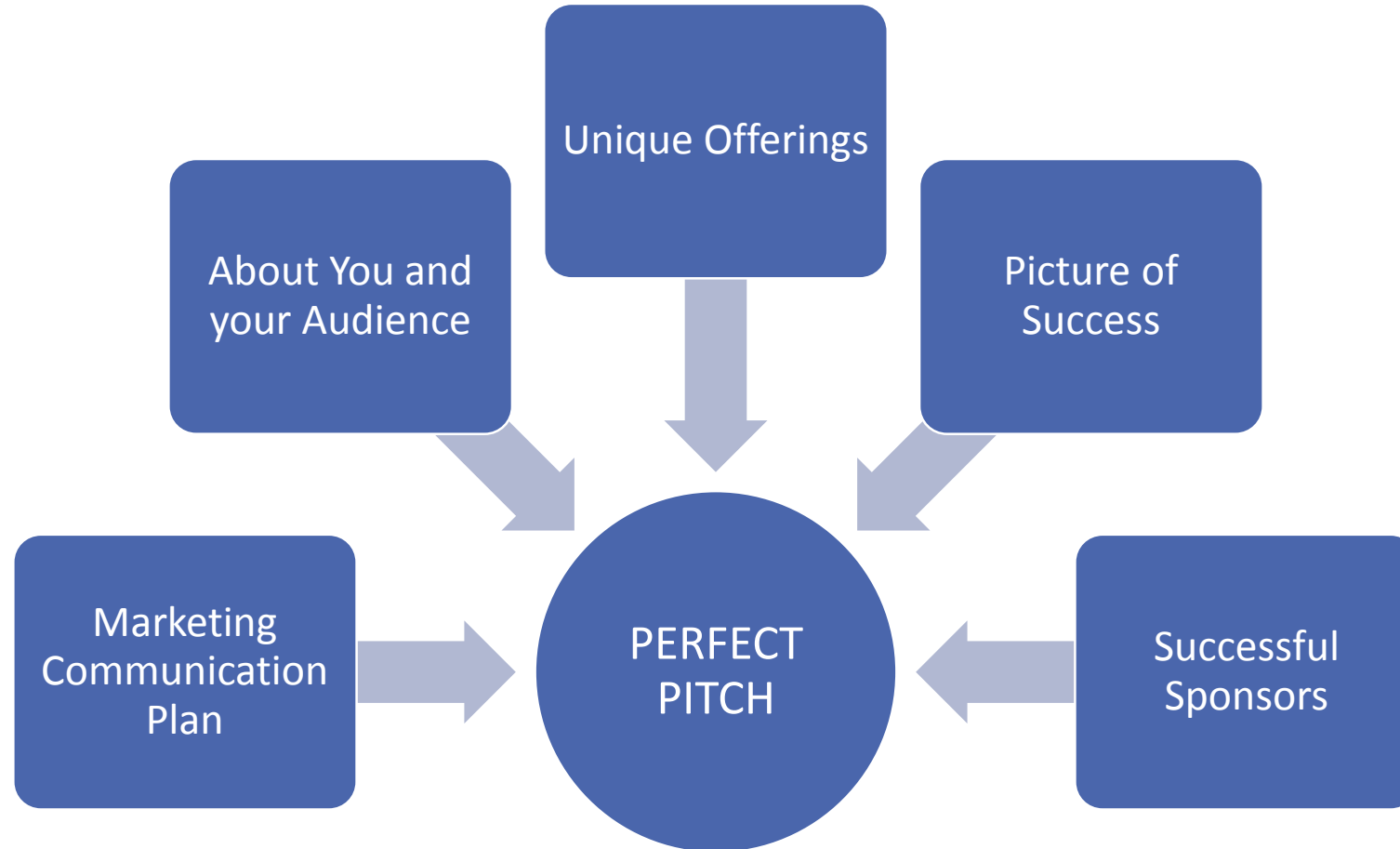
YOUR JOURNEY



YOUR JOURNEY



2/ create a pitch



International Young Physicists' Tournament

Physics World Cup

Invitation for Sponsors

SPONSORSHIP PACKAGES AND BENEFITS

Benefits	Platinum \$4150,000	Gold \$4150,000	Silver \$4150,000	Bronze \$4150,000
Acknowledgement of sponsor on working briefings at appropriate locations	✓	✓	✓	✓
Recognition of sponsor during the opening introduction	✓	✓	✓	✓
Sponsor's logo and profile featured in workshop's programme booklet	✓	✓	✓	✓
Sponsor's logo and URL on the workshop brochure	✓	✓	✓	✓
Acknowledgement in the workshop brochure	✓	✓	✓	✓

Past partners of the IYPT: NOKIA, ABB, SIEMENS, SAMSON, DAIMLER, B BRAUN, DADC, Audi, Deutscher Sparkassenverband, etc.

TRAVELLING ART SPONSORSHIP PACKAGE

The current economy is forcing serious consideration of how money is spent on charitable initiatives. Every responsible company wants to do good, but also has a stakeholder obligation to do well. The TREX Program is standing in queue along with other worthy applicants for your sponsor dollars. When we get to the head of the line, we want to tell you the following:

- people in outlying areas have limited access to art
- art can enhance their lives and empower their contribution to our province
- young people in rural communities more often than not become urban consumers
- becoming a TREX sponsor can be an excellent way to enhance your company's brand in rural areas

Government of Alberta, Alberta Foundation for the Arts, Alberta, TREX

REMEMBER! Sponsors are looking for relevance and ROI.

DesignWalk NYC 2012 / Taking It To The Streets Participation Levels

Platinum \$750

- 90 minute time slot for formal presentation
- Platinum logo placement on event materials
- Company description on ASD event website with links back to your website
- Event coverage in Deal Magazine and website
- Announcement of participation in ASD newsletter
- Ability to provide giveaways to event attendees
- Postcard made for promotion distribution
- Poster for showrooms display week prior to event
- 2 product photos on ASD event website
- Company List with all event attendees
- Contract List with all event attendees
- Ability to use all vehicles for your own promotional campaign
- Ability to offer other value prop at closing reception

Gold \$500

- 60 minute time slot for 2 informal talks or tours
- Platinum logo placement on event materials
- Company description on ASD event website with links back to your website
- Event coverage in Deal Magazine and website
- Announcement of participation in ASD newsletter
- Ability to provide giveaways to event attendees
- Postcard made for promotion distribution
- Poster for showrooms display week prior to event
- 1 product photo on ASD event website
- Company List with all event attendees
- Contract List with all event attendees
- Ability to offer other value prop at closing reception

Silver \$250

- Logo placement on event materials
- Company description on ASD event website with links back to your website
- Event coverage in Deal Magazine and website
- Announcement of participation in ASD newsletter
- Ability to provide giveaways to event attendees
- Postcard made for promotion distribution
- Poster for showrooms display week prior to event

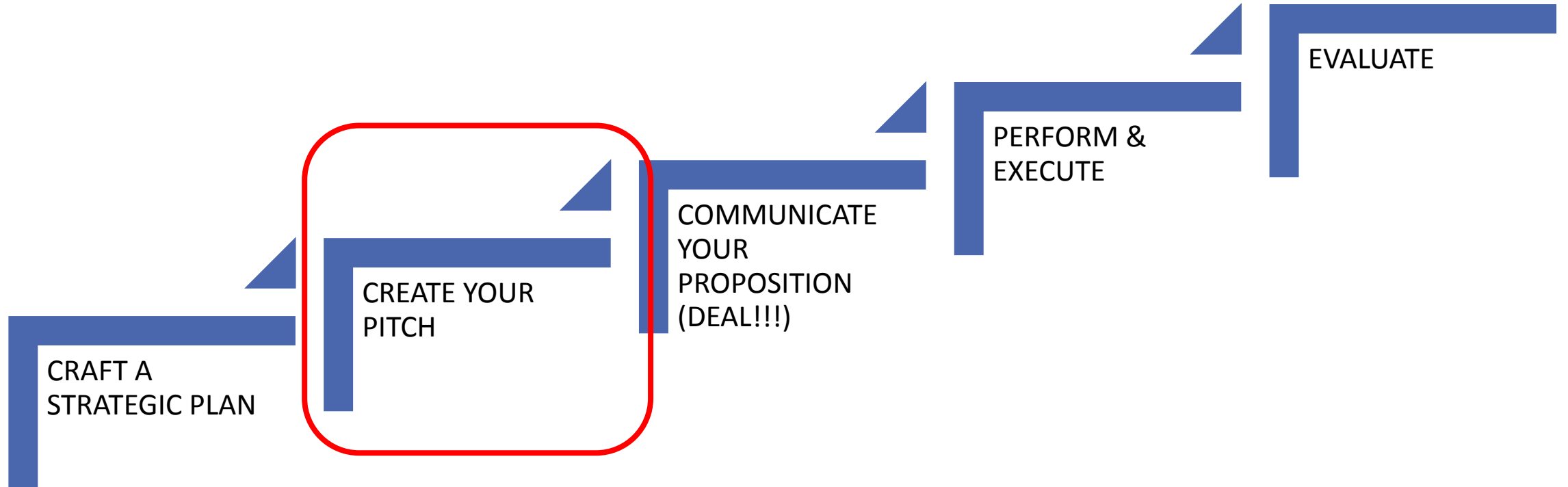
All Levels Additional \$250

- Participation in Editor At Large Video

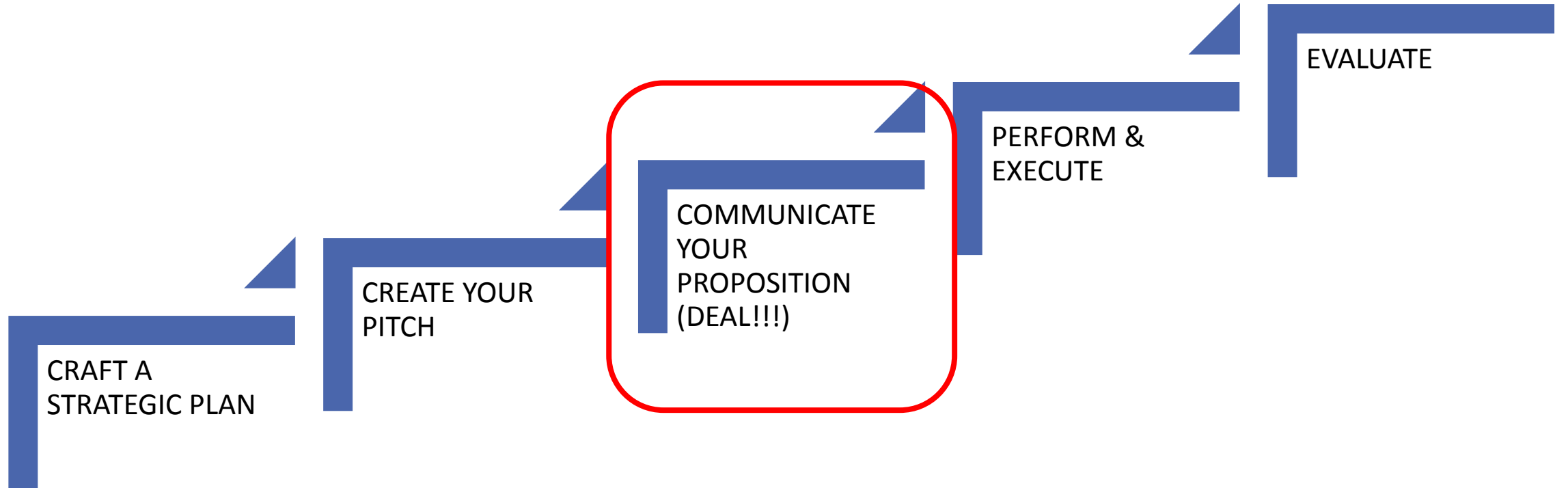
JOE GOLD MARGENAU

	Event \$25,000	Platinum \$10,000	Gold \$7,500	Silver \$5,000	Bronze \$2,500	Friends of JTI
Naming Rights: Event	🚗					
Naming Rights: Race Zones	🚗	🚗				
Employee Volunteer Opportunities	🚗	🚗	🚗			
Logo in Newsletters	🚗	🚗	🚗			
Race Day Tent	🚗	🚗	🚗	🚗		
Logo on Race Shirt	🚗	🚗	🚗	🚗	🚗	
Sponsor Supplied Banner	🚗	🚗	🚗	🚗	🚗	
Sponsor Supplied Materials in Race Bags	🚗	🚗	🚗	🚗	🚗	
Event Program	Primary Logo	Logo by Sponsor Level	Logo by Sponsor Level	Logo by Sponsor Level	Logo by Sponsor Level	
Social Media Mention	🚗	🚗	🚗	🚗	🚗	🚗
Invites to Annual JTI Events	🚗	🚗	🚗	🚗	🚗	🚗
Race Banners	Event Entrance & Sponsor Banner	Logo by Level on Sponsor Banner	Logo by Level on Sponsor Banner	Logo by Level on Sponsor Banner	Logo by Level on Sponsor Banner	Name on Friends of JTI Banner
JTI Website	Logo & URL on Homepage	Logo & URL on Homepage	Logo & URL on Homepage	Logo & URL	Logo & URL	Name & URL

YOUR JOURNEY



YOUR JOURNEY





3/ communicate your proposition

- Who to Address
 - **President/CEO** for small-medium companies
 - **VP for Marketing/Category** for medium-big companies
 - **VP for Communications/Corporate Sustainability** for medium-big companies (if your event is advocacy-driven event)
 - **Brand Manager** of a brand
 - **Trade Marketing / Promotions Department** of a company's category
 - **Supply Chain** of a company
- How to Submit
 - Via E-mail or Corporate Website
 - Via Personal Appearance or Submission
 - Via Internal Referral
- When to Submit
 - 3 to 5 months before your event
 - Submit in between July to November if your event is on January onwards (in preparation of budget planning for next fiscal year)
 - If sending by email, send it by 9AM or 1PM

Address to Relevant DMU (Decision Making Unit) to decide on your request

Find the most effective way to communicate with the DMU

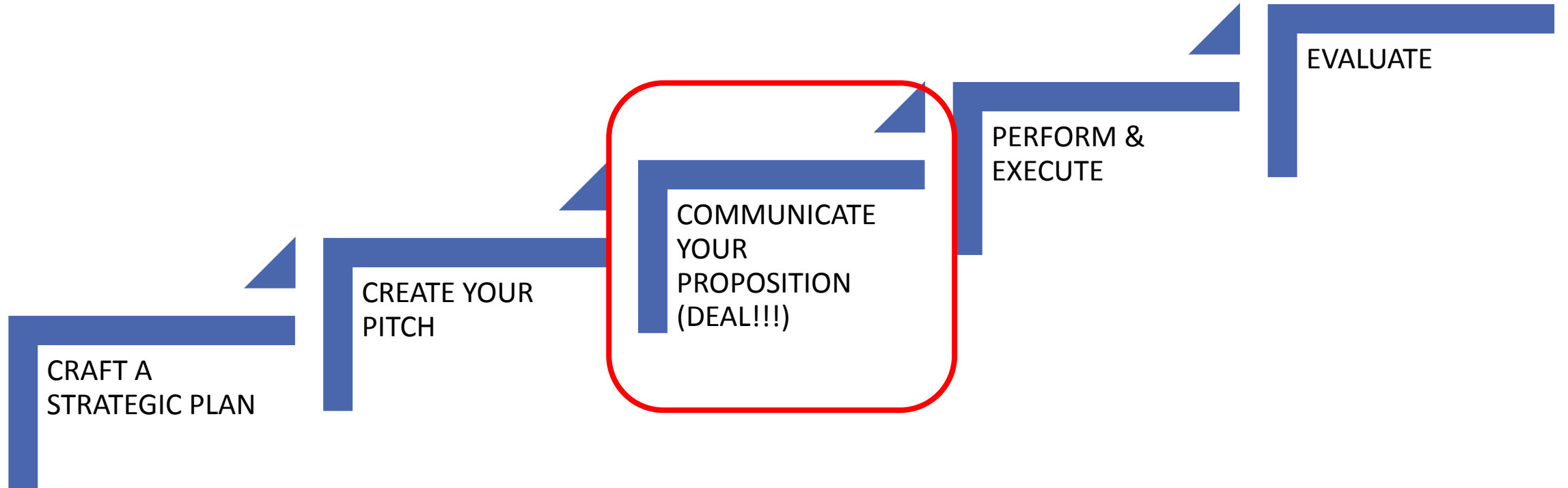
Timing is crucial. Make sure you submit on a perfect timing.

During which time period does your company determine its sponsorship budget?

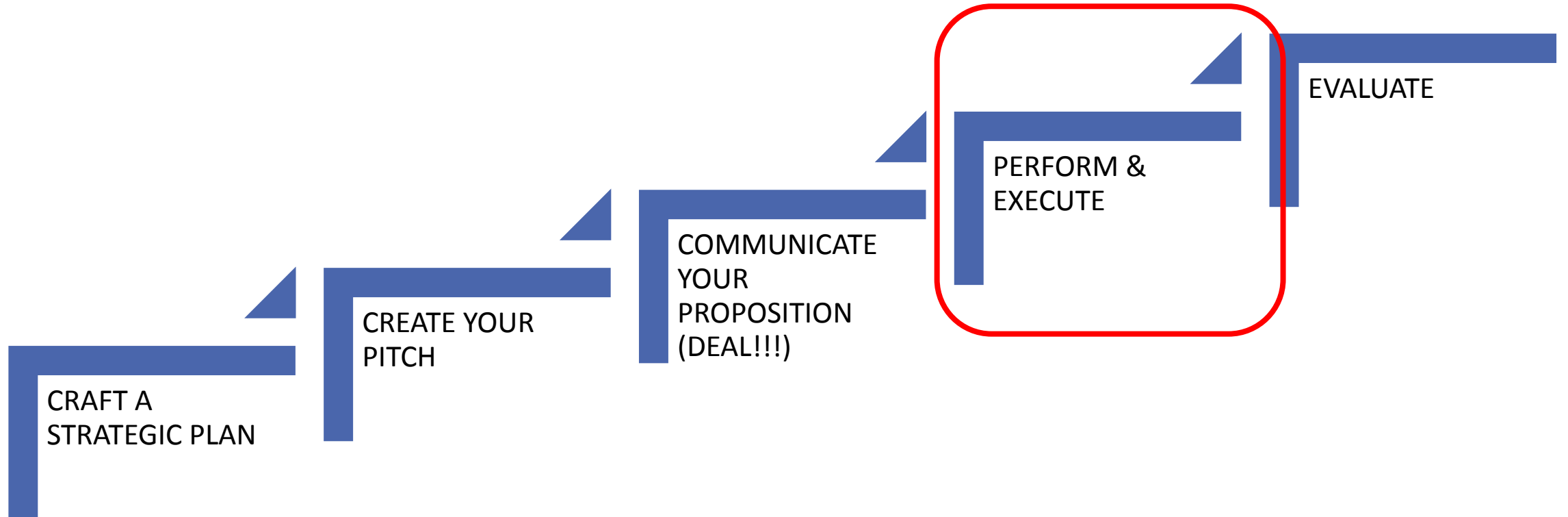


REMEMBER! Sponsors are (most of the time) busy, make sure you communicate your crafted pitch perfectly and lay down all the reasons WHY they need to sponsor your event.

YOUR JOURNEY



YOUR JOURNEY



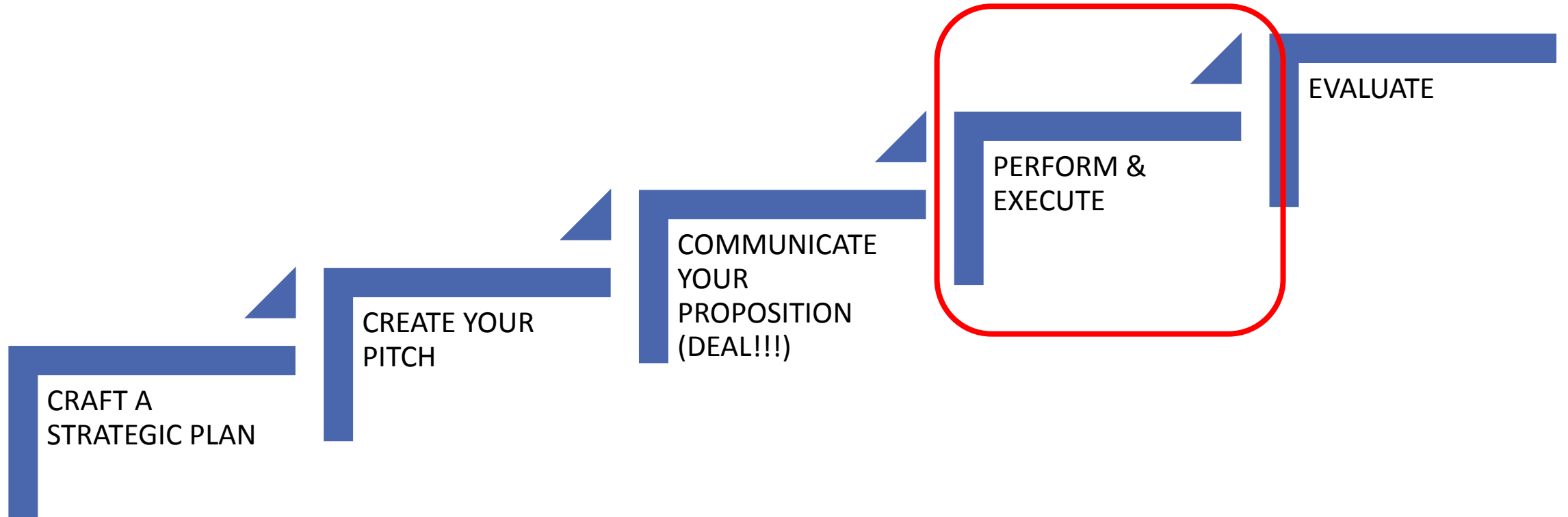
4/ Perform & Execute

1. **Assign a Point-Person:** Go-to Partner on the Event
2. **Create an Internal Fulfillment Program:** Track the rights

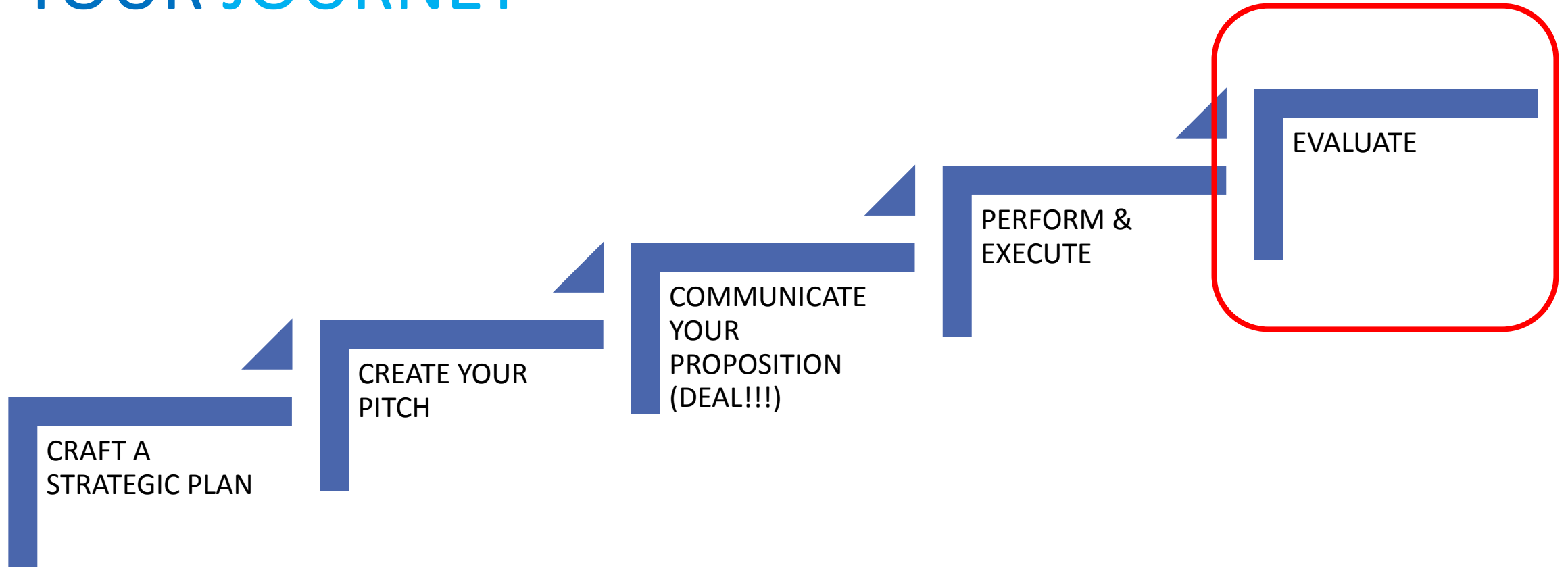
GOAL: Seamless execution of agreements may satisfy your sponsor; but going beyond your rendered services and served as a go-to-partner may delight them.

4. **Communicate, Communicate, Communicate:**
Consistently communicate with the Sponsors even you already CLOSED the DEAL.
5. **Provide Excellent On-Site Management:** It's show time!

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Assistance
Measuring ROI

Tracing of
Promotional Offers

Audience Research
on
Recall/Recognition

Leveraging Ideas

Post-Event Report /
Fulfillment Report

Audience Contact
Information

Access to VIP Areas

Third-Party
Valuation Statement
(Professional
Judgements)

Audience Research
on buying Habits

Audience Research
on Attitude / Image

Audience Research
on Propensity
(Willingness) to
Purchase

Bragging Rights of
the Event

4th

Assistance
Measuring ROI

10th

Tracing of
Promotional Offers

5th

Audience Research
on
Recall/Recognition

6th

Leveraging Ideas

1st

Post-Event Report /
Fulfillment Report

7th

Audience Contact
Information

x

Access to VIP Areas

8th

Third-Party
Valuation Statement
(Professional
Judgements)

9th

Audience Research
on buying Habits

2nd

Audience Research
on Attitude / Image

3rd

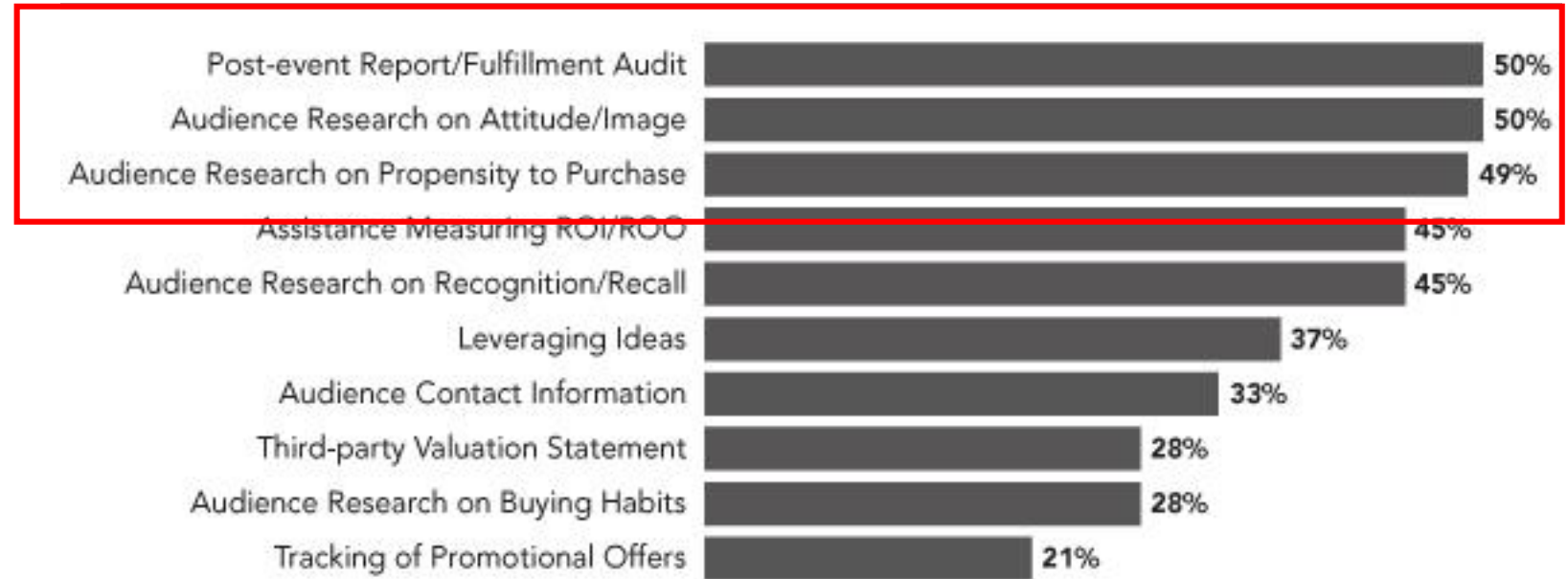
Audience research
on Propensity
(Willingness) to
Purchase

x

Bragging Rights of
the Event

5/ Evaluate

How valuable are the following property-provided services?



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REMEMBER! These are the reasons WHY they will come back and collaborate with you again. Post-event report is very important as they measure the impact of their sponsored service. Failure to provide this service may lead to dissatisfaction or failure of partnership.

With Great Planning, comes with Great Results.

It all starts by asking “Why?”

Because sometimes being intelligent isn't enough to be called
smart...

Learn to ask why and graded at A+.

MARKPROF

FOUNDATION, INC.

YOUR BLUEPRINT TO SUCCESS

Be one of the Top 25 Young Marketing Leaders 2016 and craft your success story with the help of the country's top Marketing Minds. The MarkProf intensive Sales and Marketing Leadership Bootcamp will give you the fool-proof plan to be the best Marketer you can be.

LEARN FROM THE BEST!



JOSIAH GO
Chairman & Chief Marketing Strategist,
Mansmith & Fielder, Inc.



DING SALVADOR
First Filipino regional president,
J&J ASEAN



MARGOT TORRES
EVP and Managing Director,
McDonald's Philippines

APPLY NOW!

APPLICATION LINK: www.markprof.org
DEADLINE OF APPLICATIONS: August 20, 2016 11:59 PM

*The aforementioned names were past speakers of MarkProf. Bootcamp participants can expect to meet MORE marketing rockstars

www.markprof.org/apply-now

The screenshot shows the MarkProf website with a navigation menu containing: HOME, ABOUT THE BOOTCAMP, APPLY NOW, LEADERSHIP NETWORK, FAQs, OUR SUPPORTERS, and CONTACT US. The main banner features the MarkProf logo and the tagline 'YOUR SUCCESS BLUEPRINT'. Below the banner, there are sections for 'ANNOUNCEMENTS' and 'ABOUT THE BOOTCAMP'. The 'ABOUT THE BOOTCAMP' section contains the following text: 'Every year, Markprof Foundation looks for 25 of the most promising graduating college students who want to pursue careers in Marketing and Sales. After a long and stringent screening process of business simulations, interviews and case studies, these lucky few are offered an exceptional means for jumpstarting their career via a prestigious free-of-charge Marketing Leadership Bootcamp where they would get unparalleled training from...'. The browser's address bar shows 'www.markprof.org' and the taskbar at the bottom displays various open applications like 'Mark Prof | Developi...', 'Sticky Notes', and 'Bii Musa - I Would Die'.

We are looking for graduating students who have great potential to become future leaders with a track record of consistent excellence. Ideal candidates must have above average academic performance (minimum GPA of 85% or its equivalent) as well as a proven history of leadership. **Only graduating students are eligible for the program.**

Thank You!

Break a leg!

Congratulations!



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