

NEWBIE BREAKFAST WORKSHOP

Pre- Opening Workshop
Tuesday October 16 2012
8 am



Western
Sponsorship
Congress

PRESENTER

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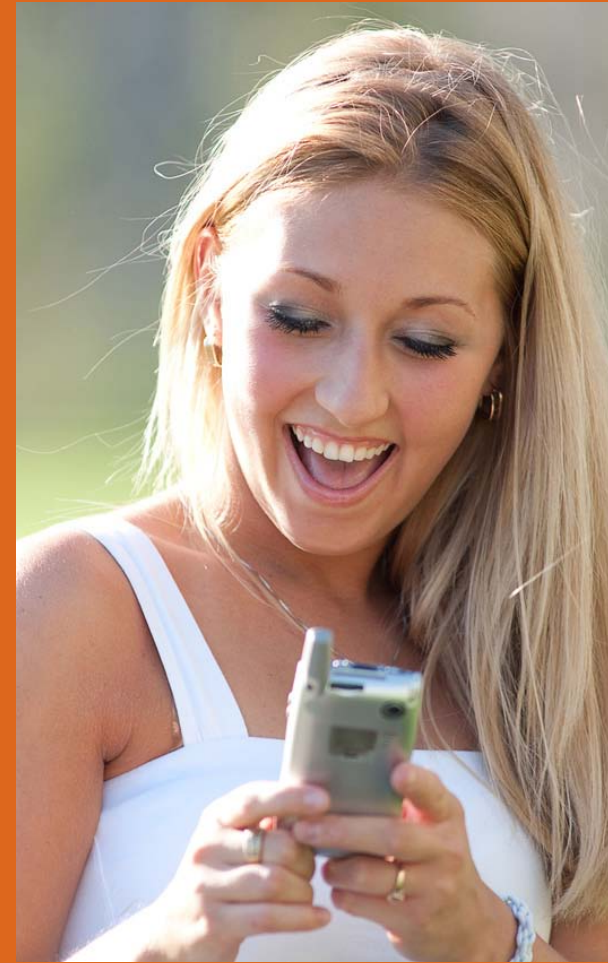
**Western
Sponsorship
Congress**

Staying connected in the congress

Twitter: #wscongress

#sponsorship@partnershipgrp

*The mobile app – check your package to
download if you have not already done
so*



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Session Overview



1. Introductions
2. Overview of what to expect at the ***SMCC Western Sponsorship Congress***
3. Defining the industry
4. Major terms, lingo and definitions
5. Sessions and Networking
6. Questions and Answers

Introductions



In less than 10 seconds, tell us:

 Your name

 The organization you represent

 How long you have been in sponsorship




 What you expect from this workshop

 What you expect from the ***SMCC***
Western Sponsorship Congress



Congress Expectations



-  Information overload
-  Lots of accessibility and openness
-  People with very little experience and lots of experience
-  **Partnership Group – Sponsorship Specialists staff access**
-  Interaction / Networking
-  Networking
-  Take away tools from workshops and panel discussions

Defining the industry



Sponsorship and philanthropy are different and that needs to be understood:

Philanthropy is:

 **A gift**

 When someone or a company give you money and look for nothing in return

 **Sponsorship is a business transaction**



What is sponsorship?

A cash and/or in-kind fee paid to a sponsorship selling property (such as a municipality, arts or sports organization or charity or cause), in return for the exploitable commercial potential associated with that property.



Terms, lingo and definitions



All the definitions are in your delegate kit – we will cover off these:

  Property / Rights holder

  Exclusivity

  Sponsor or Brand

  Fulfillment

  Assets or Benefits

  Contra, VIK, In-Kind

  Inventory

  Deck

  Valuation

  ROI

  Activation

  Sponsorship fee

  BATNA

Sessions and networking



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Manitoba L



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Select the session that can offer you the best professional development based on your role in sponsorship



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Personally exchange business cards with the speakers and re-connect with them at breaks and reception



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Connect online or business cards with others you meet







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Sessions and networking



  Tweet a lot... a real lot!

  Use the mobile app to connect with people you want to meet

  Review the delegate list and seek out (old fashion way and with the app) those you want to connect with

Questions and answers



- Interact with each other
- Ask lots of questions, when you are not sure, ask the presenter or a fellow delegate
- Everyone is very open



Questions and answers



➔ What questions do you have of me?



Have a great two days!

Thanks



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Sponsorship Marketing
Council of Canada
Conseil canadien
sur la commandite

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