

**Greater Miami Festivals & Events Association's  
1st ANNUAL  
"FESTIVALS ON FIRE"  
Conference & Exhibition  
for the Festival & Event Planning Industry**

**June 20, 2013**

**Speaker: Joe Cronin**



**Dr. J. Joseph Cronin, Jr.  
The John R. Kerr Research Chair in Marketing  
Department of Marketing – Florida State University**

# **Make Your Event Sparkle "Putting it All Together / Creating the Whole Package"**

## **Keynote Address**

**June 20, 2013**

**Joe Cronin**



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# Five Things A Sponsor Wants

- **Evidence You Understand Their Brand**
  - **Brand attributes, values, personality**
  - **Target market demographics**
- **Creative Ideas to Leverage Sponsorship**
  - **Activities, Attractions, Attention**
  - **Technology**
- **Examples of Successes**
  - **Perception & Behavioral Data**
  - **Financial Data**
- **Market Research**
  - **Best & Worst Things about event**
- **Short Case Studies**
  - **Stories of similar sponsors**



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# Ten Ways To Earn An "A" & Make Your Event Sparkle for Sponsors

1. **Anticipation**
2. **Awareness**
3. **Arrival**
4. **Atmosphere**
5. **Activities**
6. **Activation**
7. **Appetite**
8. **Add-Ons**
9. **Appreciation**
10. **Assessment**



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# Anticipation

- **VIP List**
- **Media List**
- **Sponsor List**
- **Manpower List**

✓ **Key: Build Support Network**



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# (Build) **Awareness**

- **Public Relations**
- **Social Media**
- **Event Website**
- **Email**



✓ **Key: Leverage "Free" Media Access**



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# Arrival

- **Greet**
- **Accommodate**
- **Direct**
- **Support**



✓ **Key: Assign Sponsor A Contact**



# Atmosphere

- **Entertain**
- **Functional Layout**
- **Perception Points**
- **Reception Areas**



- ✓ **Key: Use Traffic Flow To Create High Visibility Areas**



# Activities

- **Schedule**
- **Master of Ceremonies**
- **Performers**
- **Contests/Entertainment**



✓ **Key: Activities that leverage Sponsorships**



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# Activation

- **Samples**
- **Demonstrations**
- **Displays**
- **Proprietary**

✓ **Key: Visibility**



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# Appetite

- F&B for VIPs
- F&B for Sale
- F&B as Value-Added
- F&B Layout
- F&B as Sponsorships



✓ Key: F&B that makes a “difference”

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# Add-Ons

- **Contests/Giveaways**
- **Pocket Events**
- **Companion Events**
- **Proximity Attractions**



✓ **Key: Adding Value for Sponsors, Patrons, & Guests**



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# Appreciation

- Thank Sponsors, Patrons, & Guests
- Post-Event Thanks
- Tokens of Appreciation
- Reminding Sponsors



**THANK YOU**

✓ Key: Staying Top of Mind



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# Assessment

- **ROO/ROI**
- **CPM**
- **Eyeballs**
- **Extended Measures**



✓ **Key: Showing Value of Sponsorship**



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# Extended Measures

- **Media Counts**
- **Web/Blog Visitors**
- **Click Throughs**
- **Facebook Friends/Likes**
- **Media Replacement Costs**



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# Five Relevant Lessons on Using Digital to Activate Sponsorships

- **Act Like A Newsroom**
- **Promote the Purpose, Not the Sponsorship**
- **Create Event-specific Web Sites, Social Skins, etc.**
- **Make It Share-worthy and Participatory**
- **Extend the Lifecycle, Post Event**



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