

Five Benefits of Sponsorship

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During her 30 years of experience in sales and marketing, Terri has spent hours planning and staffing exhibit booths as well as developing and overseeing the implementation of many tradeshow events. This includes recruiting and managing exhibitors and sponsors and implementing ways to increase attendee engagement with vendors. Participating on both sides of the exhibit space, Terri has learned how to get the best ROI for exhibitors. With experience on what works and what doesn't, Swanson continues her quest to keep learning and sharing.

Thinking about becoming a sponsor, but unsure as to whether or not it is a wise investment? Here are five benefits of sponsorship that will make your decision a no-brainer.

1) It Creates a Positive Brand Image

Simply put, sponsorship makes you *look good*. It is safe to assume that every brand strives towards a positive image, because positivity gets people talking, and word of mouth is extremely powerful. Why wouldn't you take advantage of the opportunity for your brand to stand out as one with a positive influence? Helping another organization fund their event is an easy and effective way of building brand awareness and trust among attendees and expanding your reach.

2) It Allows You to Reach Your Target Market

Those who are hosting an event put a lot of time and effort into strategically planning for the demographic in attendance, which means the advertisement for the event itself will be taken care of by the host. Going in, you will already have a pretty good idea of *who* will be in attendance, what's left is for you to come prepared with the *how* – how will you take full advantage of this opportunity and most effectively catch the attention of your desired demographic? Most of the

work is already done for you at this point, all you really have to do is show up, and leave a positive lasting impression.

3) It Reaches a Wider Demographic, Allowing You to Generate New Leads

Odds are that if an organization is reaching out to you for a sponsorship opportunity, they have already done extensive research on your brand, and have concluded that you would be a great representative for their event. Therefore, those in attendance on the day of the event will most likely be within your desired demographic, and what's more, will already be arriving with the intention to build connections - putting you in the perfect position to reach more people and build a larger list of potential clientele.

4) It Perpetuates Brand Awareness and Media Exposure

When thinking about brand awareness, you want to consider tactics used in order to generate a preference for your brand in comparison to your competitors. It is all about which name comes to mind where there is a need for the specific product or service that you have to offer. Sponsorship is a great option for this, because it is an easy way to get your name out there and ensure that the next time there is a need, your name is associated with the solution. Additionally, this is a fantastic and simple way to gain mediated exposure from those covering and attending the event. Tons of people will be talking about the event in the media, and your name will be on the forefront without it costing you anything extra.

5) It can be Relatively Inexpensive

Advertising isn't cheap. Consider how costly it can be to run a short television or radio commercial or to insert an advertisement into a popular local news source. Sponsorship is a great substitution for these pricier marketing platforms, and can prove itself to be a wiser investment. Plus, many events offer several sponsorship package options, meaning that you can select the one that best fits your budget and will better aid your company's growth.