

**MCCE
2018**

POWERFUL SPONSORSHIP MODELS

**ELLIOT JOHNSON
SHAKOPEE CHAMBER & VISITORS BUREAU**



UNDERSTANDING YOUR EXPECTATIONS

- What amount are you looking to raise vs how much can you make work?
- What's the value of your program/event from a sponsor's perspective?
- Who are the deciding stakeholders for each sponsorship?

STRATEGIES

6-POINT APPROACH

Setting your budget



Scheduling the face-to-face meetings



Creating the sponsorship packages



Networking



Selling the pitch



Closing the deal



THE PACKAGE

- Program overview
- Budget
- Estimated marketing value
- How much it'll cost



- Marketing report from year prior
- Video & social media footage



- How many of each are available
- Timeline for when making decisions



MY UNIQUE SELLING PROPOSITION

Treat each sponsorship like an RFP. Rather than asking for multiple small sponsors, creating large & individualized packages will go quicker and be more successful.

I guarantee it!



2

Headliner Sponsors
\$15,000

5

Encore Sponsors
\$5,000

7

Soundcheck Sponsors
\$1,500

+

Customized Sponsorships
\$5,000/each

headliner

SPONSOR

Rhythm on the Rails is a 5-week, outdoor, concert series taking place every Wednesday night from 6-9 pm, in the months of July and August. The event is a collaborative effort lead by Downtown Shakopee.

Goal

Our mission for Rhythm on the Rails is to create a vibrant festival atmosphere bringing together families, community members, and adults alike. We encourage residents and visitors alike to explore Downtown Shakopee and the community as a whole, by providing local food and craft vendors, as well as local retail vendors.

Event Details

- Live music for five weeks, every Thursday night beginning July 18 through August 15 of 2018
- Located in Downtown Shakopee at Lewis Street (entire block between 1st and 2nd Ave closed for festival)
- Local musicians take the stage at 6 pm, with our regional headliner at 7 pm
- Event will include: (1) kids activities, (2), food and brew vendors, (3) retail vendors, (4) bag toss, (5) face painting
- Musical acts ranging from cover bands, country rock, rock and roll, reggae and more.



Sponsorship Details


- Contribution of \$15,000 for the entire five week series
- Sponsor banner top, center of stage
- Company logo on the following marketing materials: posters, online advertising, social media, radio, and newspaper
- On stage recognition during each performance
- Option to host a booth during each night of the concert for recruitment materials, etc. (increase customer loyalty and visitbility)

Event Media Exposure

- Projected average weekly attendance for 2018: 5,026
- Total attendance over five weeks: 27,500
- Total media impressions: 1,585,635 (social and print combined)

LESS TIME IS MORE MONEY.

Less time for what you expect out of the sponsor.
Less time to decide if they'll commit.
Less time devoted to the lower level sponsors.



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**THANKS
FOR YOUR
TIME!**

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