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# Sponsorshop

Innovative ideas for  
engaging sponsors

2020 / 2021



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Co-create a  
campaign, not a  
sponsorship.

THERE'S A CASE TO BE  
MADE FOR CO-CREATION..

Campaign  
Co-Creation

# Build with stakeholders

Your organization may have a variety of non-dues opportunities, but what we need is a brand story to weave those opportunities together in a narrative that leads to compelling calls to action. This is our primary objective - designing campaigns, not selling one-off sponsorships.

In order to achieve this, we need to work closely with our sponsors. We need to understand their sales cycle and where our opportunities fit best to optimize their sponsorship.

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Sponsorship  
Guidelines  
2021

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# Sponsorship Summit

DO THE UNEXPECTED AND GET UNEXPECTED RESULTS

We recommend hosting a Sponsorship Summit designed exclusively for your sponsors, association members, or industry partners.

This event is designed to demonstrate your appreciation and signal that you continue to do business with them in the future - a term called continuity probability signalling.

This event also has the benefit of getting all (or most) of your sponsors on the same page - they know what's coming down the pipe and can budget accordingly. But you can now have this discussion once and save time presenting it to multiple parties.

This is also an opportunity to invite new prospective sponsors who benefit from talking to your existing sponsors who make the best ambassadors.

An event  
exclusively  
for sponsors

# Sponsorship Auction

This is pretty much exactly what it sounds like.

There are a few ways to create this, but consider maintaining some control over the auction process by creating rules of engagement. For example, you might want to reinforce the desire for creative, engaging

and value-centric sponsorships. To achieve this, let sponsors know they can bid on an open sponsorship opportunity, but part of the judging criteria is '*originality*' over price. That is, the more creative they can get the more favorable the bid is. Let sponsors know they can't just buy their way in. Give smaller sponsors an opportunity to step up.

You will want to outline what the sponsor is bidding on. It could be for some specific opportunity, but it could be left open to the bidder's request. Perhaps suggest a minimum set of sponsorship features to demonstrate there's an starting bid price (value).



# Sponsorship Online Store

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## OFFER A VIRTUAL SHOPPING EXPERIENCE

We would only recommend this for smaller sponsorship opportunities that are relatively templated, or have some structure or framework for which they are activated. For example, ads in a monthly newsletter or publication, supporting sponsorship recognition for virtual events such as webinars where the sponsor need only send their logo, hyperlink and social handles, etc.

The online store experience could make it very efficient and easy for sponsors who already know what they want, or for new sponsors - especially the smaller organizations interested in trying out sponsorship for the first time.

Create a fun and engaging interface, replicating an online shopping experience so there's little instruction required.

### **SHOPPING CART**

Consider creating icons to represent a sponsorship opportunity that can be added to an online cart.

### **SELECT FROM OPTIONS**

Similar to online retail clothing options like size and color, consider offering levels of prominence, placement or frequency.

### **SHOW INVENTORY**

This could also be a great way to show how much inventory is remaining of a particular opportunity.

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# Sponsorship Showroom

THINK SHOW HOME & AUTO SHOWROOMS

Here's a great way to highlight some of your best, big ticket sponsorship opportunities. Create a showroom with physical displays that represent and highlight the non-dues initiatives available for sponsorship.

During the pandemic, you may have to make due with an online version. But if small group meetings become available, consider offering *tours by appointment only*.

Similar to car showrooms or new show homes, you can mimic the presentation centre with displays of sponsorship color selection, placement of brand assets, demographics and stats of past events, etc.

The most important piece to this experience is that it be both fun and conversational in its delivery.

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