

MAKING MONEY WITH EVENT SPONSORSHIPS

Ramon Ray, www.ramonray.com

SILVER
APPLE
AWARDS GALA
dmcny





CONTENT



SELF PROMOTION



CRM - TICKLE, FOLLOW UP, NURTURE

SAP PartnerEdge
Unlock the
\$200 Billion
Partner Economy
#SAPPartnerSummit

FOCUS

GPS+tv
SAP Global Summit

CRUSH THE STAGE

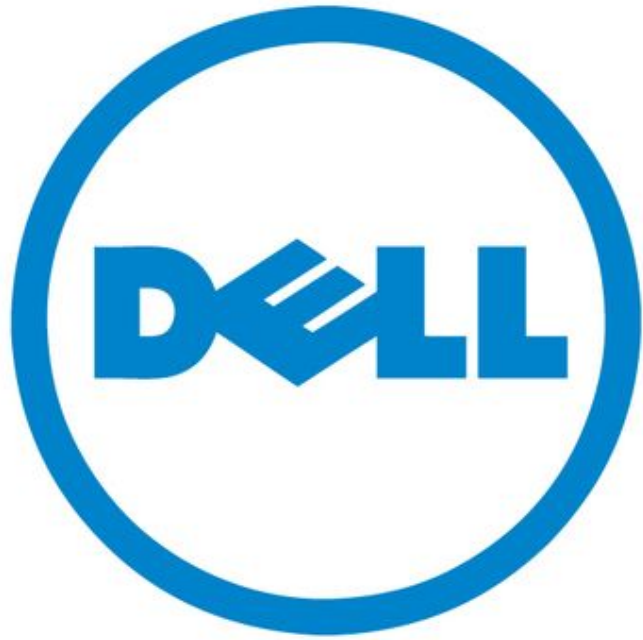
CRUSH THE STAGE

Nav
Pay to the
order of
TWO-HUNDRE
For Small Business Leadership Co

2005

2005





A FEW OF RAMON'S EVENTS

- **SMALL BUSINESS SUMMIT - UP TO 500 ATTENDEES**
- **SMART HUSTLE GROWTH CONFERENCE - UP TO 300**
- **SMALL BIZ TECH TOUR - NATIONAL USA TOUR**



WHY BIG EVENTS

WHAT IS A BIG EVENT?

WHY DO BIG EVENTS?

- **EXPAND YOUR BRAND**
- **MORE REVENUE AND PROFIT**
- **UPSELL YOUR PROGRAMS**
- **NETWORK WITH BIGGER OPPORTUNITIES**



OTHER BENEFITS OF BIG EVENTS

- GET MEDIA TO ATTEND
- VIP ATTENDEES
- HARD TO GET CLIENTS



**INSTEAD OF WAITING TO BE
CHOSEN, I CHOSE MYSELF!**

WHAT ARE YOUR GOALS?

WHAT DO YOU HOPE TO ACCOMPLISH?

EVENT PILLARS



- **ATTENDEES/MARKETING**
- **AGENDA/SPEAKERS**
- **EVENT LOGISTICS**
- **SPONSORS**

EVENT MARKETING

EVENT MARKETING - ATTRACT ATTENDEES

- **PLAN A YEAR AHEAD**
- **YOUR OWN CHANNELS**
- **PARTNER ORGANIZATIONS**
- **INFLUENCER MARKETING**
- **MEDIA SPONSORS**
- **SPEAKER MARKETING**
- **PAID ADVERTISING**

**GOOD MARKETING
COPY**

**MARKETING ATTRACTS SPONSOR
AND OVERALL INTEREST**

**EMAIL MARKETING IS
POWERFUL. DON'T IGNORE IT.**

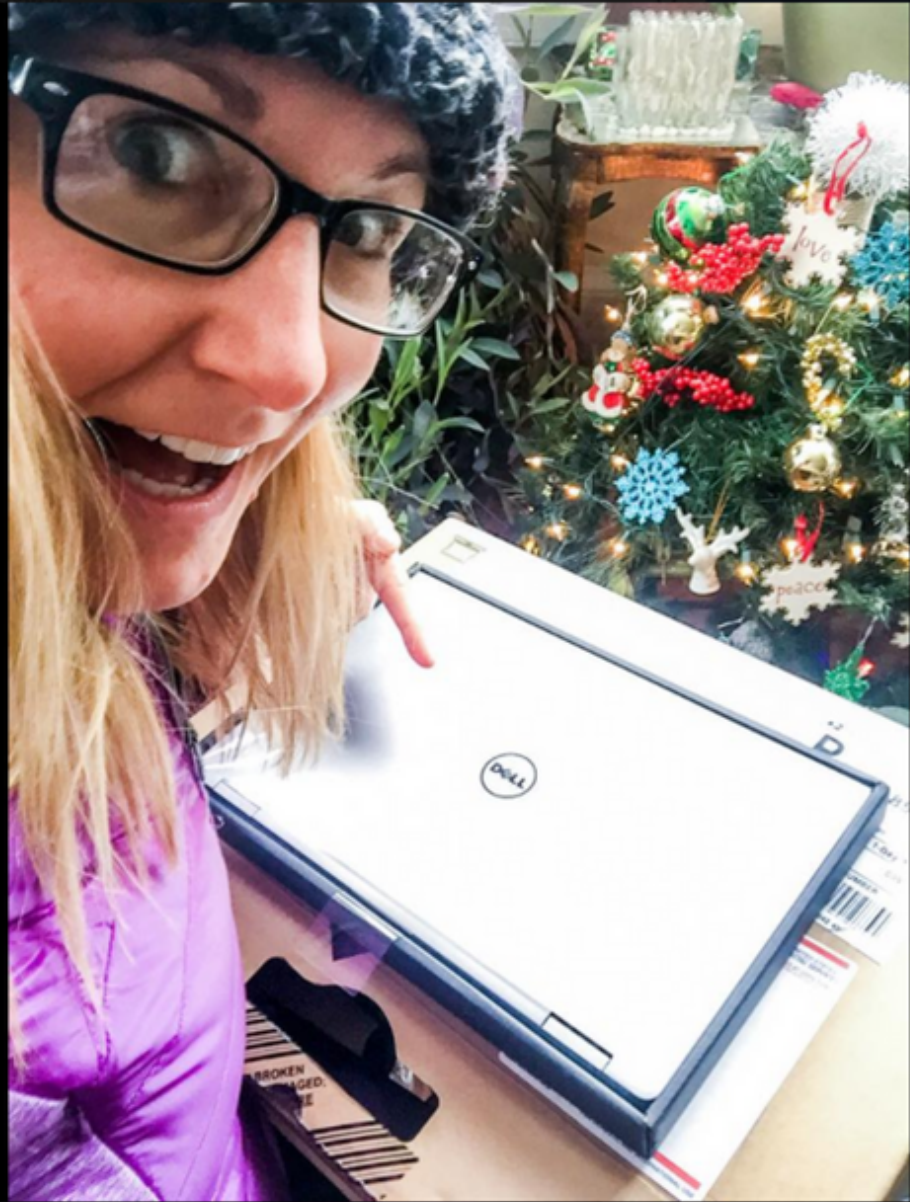
FOMO IS POWERFUL

The image is a screenshot of a Facebook profile for Ramon Ray. The profile header shows the name "Ramon Ray" and navigation options like "Home", "List View", and "Grid View". Below the header is a grid of six profile pictures of other users with their names and post counts: Craig Caruso (10 new posts), Beth Granger (9 new posts), Melanie Curtis (8 new posts), Alexandra Chou (2 new posts), Jaison Mathew (1 new post), and Renee Matthews (2 new posts). The main post is by Ramon Ray, dated June 16 at 2:41 PM. The text of the post reads: "Seth Godin, Roberto Blake Claude Silver (Gary Vaynerchuk's Chief Heart Officer), Laura Allen Adrian Miller and other amazing speakers will all be at the 13th Annual Smart Hustle Small Business Conference - <http://www.smarthustle.com/conference> - I'm also excited to have the hundreds of attendees who make the event special! One such attendee is David Parker! David Parker is the author and publisher of the award-winning self-help book, 'The More You Do The Better You Feel: How to Overcome Procrastination and Live a Happier Life.' www.Facebook.com/DavidParkerAuthor". Below the post is a "Did You Know" section with a thought bubble icon and the text "Answer a question to help people get to know you", with buttons for "Not Now" and "Answer Question". At the bottom of the page, there is a language selection menu (English (US), Español, Português (Brasil), Français (France), Deutsch) and a footer with links for Privacy, Terms, Advertising, Ad Choices, Cookies, and More, along with the copyright notice "Facebook © 2018". The taskbar at the very bottom shows several open applications, including Google Chrome with two tabs, and a window titled "NSA - Beyond Speakin...".

eventbrite

zapier

 Infusionsoft.



Melanie Curtis

December 15 · 🌐

Are you freaking kidding me, [Ramon Ray](#)?! Just got my FREE COMPUTER from the [#SmartHustle](#) Conference. Apparently this is the reward for genuine cheerleading and love at his events. Not even joking. [#grateful](#) [#humbled](#) [#happyholidays](#) [#muchlove](#)

👍 Like 💬 Comment ➦ Share

👍❤️👹 104

1 Share

9 Comments

View 3 more comments



Jennifer Bristol What the whaaaaat? How cool is that!!!

Like · Reply · 1w



1



Harry Robinson Nice 🌟 1

Like · Reply · 1w



Ramon Ray Epic!! 🌟👍 2

Like · Reply · 1w



Suzanne Tregenza Moore I'm torn! I want to both heart this and wow this!!!

Like · Reply · 1w



1



Write a comment...



FOMO IS POWERFUL

**GOOD SPEAKERS
ATTRACT
ATTENDEES**



GETTING SPEAKERS

- **HEADLINE SPEAKERS - NAME RECOGNITION**
- **EXPERIENCE VS BRAND RECOGNITIONS**
- **PAID SPEAKERS VS EXPOSURE SPEAKERS**

CHRIS MCCANN, 1800 FLOWERS



SETH GODIN



**YOU SHOULD BE THE
STAR OF YOUR SHOW**

EVENT LOGISTICS

EVENT LOGISTIC SUCCESSSS

- **ATTRACTIVE AGENDA**
- **EXCELLENT HOST/EMCEE**
- **OVERALL EVENT FLOW**
- **EVENT STAFF**
- **VENUE**
- **FOOD**
- **SIGNAGE**
- **AUDIO/VIDEO**

HIRE AN EVENT MANAGER AND EVENT STAFF

FUNDING YOUR EVENT

**BUILD A LANDING PAGE.
SHOWCASE THE EVENT AS SOON AS YOU CAN.**

LEADPAGES.

FUNDING YOUR EVENT

- SALES OF SPONSORSHIPS
- TICKET SALES
- CREDIT CARD / SELF FUNDED
- BARTER



**RAMON HAS NOT ALWAYS
BEEN PROFITABLE
IN HIS EVENTS.**

BIG EVENT EXPENSES



EVENT EXPENSES

- VENUE
- AUDIO/VIDEO
- SPEAKERS
- FOOD
- STAFF
- STAGE/LIGHTING
- PHOTOGRAPHY
- MARKETING

DESIGN MATTERS

GOOD DESIGN MAKES YOUR EVENT ATTRACTIVE

CHEAP DESIGN LOOKS LIKE A “CHEAP” EVENT



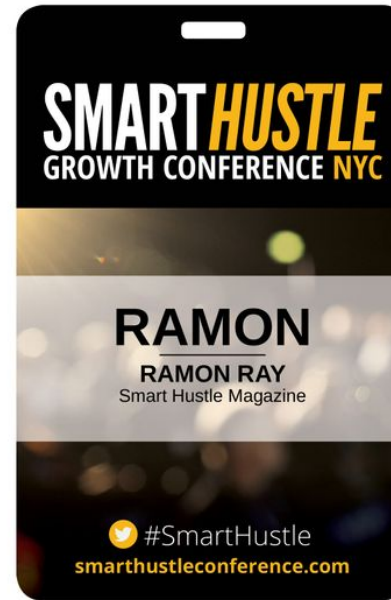
2019
NEW
FORMAT

Join Deepti Sharma At

SMART **HUSTLE**

GROWTH CONFERENCE NYC

SMARTHUSTLE.COM/CONFERENCE



SETH GODIN



NYC | NOVEMBER 8, 2018



2019
NEW
FORMAT

SMART **HUSTLE**

GROWTH CONFERENCE **NYC**

JOIN RAMON & HIS AMAZING LINEUP OF KEYNOTE SPEAKERS

SMARTHUSTLE.COM/CONFERENCE



RAMON & GARY

Innovate **LIVE** by SAP

NOVEMBER 5 | NYC



SMART **HUSTLE**
www.smarthustle.com



JOIN **RAMON** in **NASHVILLE**

with: Professional **Photographers** of America

DESCRIPTIVE AND CATCHY NAMES

SMALL BIZ TECH TOUR

RAMON'S HOT SEAT

SMART HUSTLE CONFERENCE

TASTE OF TECHNOLOGY

BIG SPONSORS



**SPONSORS WANT TO FEEL
CONFIDENT INVESTING
THEIR MONEY IN YOU.**

**SPONSORS ARE NOT HELPING YOU
OR CONTRIBUTING TO YOU! THEY ARE
BUYING A SOLUTION TO THEIR PROBLEM.**

**SPONSORS ARE GOING TO SPEND
MONEY. WILL IT BE ON YOU?**

**YOU ARE NOT A SPONSOR PRIORITY.
STAY IN TOUCH AND FOLLOW UP**

UNDERSTAND THE FISCAL YEAR OF A SPONSOR

WHO ARE YOUR IDEAL SPONSORS?

SPONSOR MATCHING - GIVE & TAKE

- **WHAT DO THEY WANT?**
- **WHAT CUSTOMERS DO THEY WANT?**
- **WHAT IS THEIR BUDGET?**
- **WHAT CAN YOU GIVE THEM?**
- **ASK LOTS OF QUESTIONS**



QUESTIONS TO ASK...

- **WHAT EVENTS HAVE THEY SPONSORED IN THE PAST?**
- **WHAT EVENTS HAVE BEEN MOST SUCCESSFUL?**
- **WHAT CONSTITUTES A SUCCESSFUL EVENT?**
- **WHAT ARE THE METRICS OF SUCCESS?**

**SPONSOR NEEDS:
LEADS VS BRAND
EXPOSURE**

SOME THINGS TO GIVE SPONSORS?

- SPEAKING OPPORTUNITY
- ACCESS TO ATTENDEE LIST
- MEDIA LIST
- EXHIBIT SPACE
- BRANDING AT EVENT



TYPES OF SPONSORS

- **NATIONAL SPONSORS**
- **NATIONAL SPONSOR FOR LOCAL TEAM**
- **REGIONAL OR LOCAL SPONSOR**
- **LARGE BUDGET VS SMALLER BUDGET**
- **SENIOR EXECUTIVE VISIBILITY OR NONE AT ALL**
- **SPEAKING ROLE OR JUST EXHIBIT**
- **BUDGET - EVENTS? SALES LEADS? PR? MARKETING?**

**RAMON ATTRACTS SPONSORS THROUGH
PERSONAL RELATIONSHIPS - KNOW, LIKE, TRUST**

ATTRACTING SPONSORS - 4 WAYS

- **BUILD YOUR PERSONAL BRAND - WAY AHEAD OF TIME**
- **BUILD PERSONAL RELATIONSHIPS WITH DECISION MAKERS - HEADS OF SALES, HEADS OF MARKETING**
- **USE YOUR PODCAST OR BLOG TO MAKE CONNECTIONS**
- **KEEP IN TOUCH EVERY FEW MONTHS BEFORE YOU NEED THE SPONSOR**

All Contacts + Import ...

SAVED FILTERS	<input type="checkbox"/>	CONTACT NAME ^	ACCOUNT NAME	LAST ACTIVITY TIME
SMB Marketer 415	<input type="checkbox"/>	Abby Forman	Fiverr	Feb 24, 2020 09:59 PM
Client 2020	<input type="checkbox"/>	Adam Lawless	Vista Print	Feb 24, 2020 09:59 PM
	<input type="checkbox"/>	Adrian Brito	Call-Em-All	Feb 24, 2020 09:59 PM
	<input type="checkbox"/>	Aileen Renteria	Lewis PR	Feb 24, 2020 09:57 PM
	<input type="checkbox"/>	Alejandra Valeriano	Treble PR	Feb 24, 2020 09:57 PM
	<input type="checkbox"/>	Alexa Lewis	Finn Partners	Feb 24, 2020 09:57 PM
	<input type="checkbox"/>	Alexander Korzhonok	Get Response	Feb 24, 2020 09:59 PM
	<input type="checkbox"/>	Ali Din	ADP	Feb 24, 2020 09:59 PM
	<input type="checkbox"/>	Ali Phillips	Current Global	Feb 24, 2020 09:57 PM

FILTER CONTACTS BY

- Tag
- Touched Records
- Untouched Records
- Record Action
- Related Records Action
- Email Status

CONTRACT NAME

Abby Forman

ACCOUNT NAME

Fiverr

Adam Lawless

Vista Print

Adrian Brito

Call-Em-All

Aileen Renteria

Lewis PR

Alejandra Valeriano

Treble PR

Alexa Lewis

Finn Partners

YOUR SPONSOR DOCUMENT

HOW TO CONSTRUCT YOUR SPONSOR DOCUMENT

- **CLEAR AND CONCISE**
- **ABILITY TO EVOLVE IT**
- **GIVE OPTIONS**
- **BE ABLE TO CUSTOMIZE THE OPPTYS**
- **WHAT IS THE EVENT ABOUT?**
- **WHO IS ATTENDING?**
- **WHAT'S IN IT FOR SPONSORS?**
- **WHAT ARE SPONSOR COSTS?**
- **LOTS OF PICS**

**GETTING SPONSORS IS A NUMBERS GAME.
WHITTILING DOWN TO A YES OR NO.**

GET SALES TRAINING. LEARN HOW TO SELL.

**MAKING MONEY
FROM “FREE”
EVENTS**

**BUNDLE FREE EVENT(S)
AND SELL IT TO A SPONSOR**

IN SUMMARY

IN SUMMARY

- **BIG EVENTS WITH BIG SPONSORS IS HARD TO DO**
- **BIG EVENTS WITH BIG SPONSORS CAN BE PROFITABLE**
- **PLAN FAR AHEAD**
- **BUILD RELATIONSHIPS WITH PEOPLE (NOT BRANDS)**
- **BUILD A LANDING PAGE**
- **EDUCATE, SELL, EDUCATE TO A YES OR NO**



- **ATTENDEES/MARKETING**
- **AGENDA/SPEAKERS**
- **EVENT LOGISTICS**
- **SPONSORS**

RAMON@SMARTHUSTLE.COM



- **THERE IS NO RIGHT WAY TO BE A SUCCESSFUL SPEAKER.**
- **PUT IN THE WORK.**
- **BUILD YOUR BRAND.**
- **HOW ARE YOU DIFFERENT?**
- **GET CLOSER TO YOUR CUSTOMERS.**
- **STOP TRYING TO BE PERFECT**

MAKING MONEY WITH EVENT SPONSORSHIPS

Ramon Ray, www.ramonray.com

SILVER
APPLE
AWARDS GALA
dmcny

