









QUALIFYING THE REQUEST

- 1. Relationship**
 - organizational – venue? partnership? industry?
 - key players – committee contact? board member?
 - team member – owner/executive? employee?
- 2. Mission**
 - the five "W"s – Who? What? Where? When? Why?
 - understanding the goal – monetary? profile? viability?
- 3. History**
 - organization – reputation, scope, place within community
 - event – longevity, prestige, previous supporters/donors



QUALIFYING THE REQUEST

- 4. Alignment**
 - can we provide what they are requesting?
 - can we deliver on our brand promise?
 - does this reflect our company's core values?
 - does this meet our own objectives?
 - what impact could this have on other clients?
 - what impact could this have on our employees?





THEIR "SELLING POINTS"

1. **The Heartstrings**
 - community support
 - the cause
2. **The Promise**
 - your chance to shine
 - you'll at least break even
 - we will support you in the future
3. **The #1 Thing.....**



DEFINING YOUR GOALS

- 1. Relationship**
 - organization – leadership, board, donors
 - corporate partners
- 2. Company Profile**
 - EVERYONE needs to know you
 - becoming the "go-to"
- 3. Bragging Rights**
 - the WOW factor
- 4. Business Development**
 - future business with organization
 - don't be afraid to ask!

THE VALUE PROPOSITION

RETAIL VALUE

- 1. Proper COMPREHENSIVE Calculations**
 - they have a budget – put it away for not
 - start with what you WANT to do
 - consider EVERYTHING – product, labor, pre-/post-event
 - fair market price – don't mark up just to mark down
- 2. Team Buy-In**
 - from ownership to leadership to the rest of the ship
 - enthusiasm – make it infectious
 - You don't need CONSENSUS – only BUY-IN



TRADE VALUE

- 1. Client's Valuation**
 - dollar-for-dollar vs. "adjusted value"
 - declared donation value – the IRS cares...so should you
- 2. Intangibles and Impressions**
 - media valuation – don't be fooled
 - quantifiable analytics – social media, website(s)
 - "good will" – good luck paying your mortgage with that
- 3. Quid Pro Quo**
 - "you're going to get so much business from this..."
 - YOU figure it out...and TELL THEM!



SECURING COMMITMENTS



GET OUT IN FRONT

- 1. The "All-Access Pass"**
 - attendees
 - board of directors
 - sponsors/table hosts
 - media
- 2. Visibility**
 - logo placements
 - name mentions
 - print and digital
 - live in-event presence



ENHANCEMENTS

- 1. Participation**
 - table for your invited guests
 - conference education package
 - membership – don't be afraid to ask for next level
- 2. Sharing Assets**
 - photography
 - videography
- 3. Future Business**
 - multi-year commitment
 - full retail event within __ months at minimum __ dollars



SURPASSING EXPECTATIONS



IMPRESSIVE PROPOSALS

- 1. Thoughtful Presentation**
 - visual
 - three-dimensional
 - push yourselves
 - the delivery
 - spend a few bucks!
- 2. "Complimentary" Upgrades**
 - what do you own?
 - what can you get for free/cheap?
- 3. References**
 - testimonials – emotional, not just professional
 - examples of similar work



LEVERAGING PARTNERSHIPS

1. **Working With Your Suppliers/Vendors**
 - bring your friends to the party
 - make the "ask"
 - share the success
2. **Working With Other Event Partners**
 - which other companies are they working with?
 - logistics and timing
 - set boundaries and track results
3. **Your Media Connections**
 - ask if they are covering the event
 - can you give a "behind-the-scenes" perspective?



**POST-EVENT
MARKETING**

SOCIAL MEDIA

COMMUNITY RELATIONS

AWARD NOMINATIONS

BUSINESS DEVELOPMENT




