

# WHY BE A SPONSOR?

Your contacts in the industry as well as your own organization, can benefit so much from being a sponsor. How?

**1. Put Your Business in the Spotlight:** Having a presence at a conference or business event positions you and your business as an authority in your industry. You gain respect and credibility by standing out from the pack of attendees and if you are a Platinum, Gold or Silver Sponsor, you can prominently display your marketing materials. Instead of just attending an event and looking for people to share your business card with, sponsorship brings attendees who are eager to find out about your business directly to you.

**2. Get in front of your Target Market:** Targeting audiences on the topic, bring attendees into the room. Your job is to come prepared to take full advantage of this opportunity by making sure to create eye catching, marketing materials and display them to draw attendees to you.

**3. Lead Generation and New Contacts:** Be sure to have some sort of lead generation system in place the day of the event. People will give up business cards and email addresses when your promotional items catch their eye.

**4. Get Your Brand Noticed:** Being featured in the program of the event, on the event's website with your logo are all great ways to leverage your sponsorship and get brand recognition

**5. New Clients, New Customers, New Business:** Not only are the attendees of the event potential new clients and customers, so are your fellow sponsors and vendors! You can form new business partnerships at events, meet like-minded business professionals in complimentary businesses with which you share the same target market but are not in competition.

**6. Market Your Business Inexpensively:** We all know how much advertising your business can cost. It can run a thousand dollars or more to place an ad in a well-known local publication for only one time! Spending that same amount or less as a sponsor at an event is a much wiser investment that will bring a greater return on investment. Remember, you will be in the same room with attendees who are your target market. By leveraging the event to your advantage, there will be no limit on your potential.