ACTIVE network | Virtual event bags

WHAT SPONSORS WANT

And How Conference Event Directors Can Provide It

The State of Sponsorship in 2017

Results of Active Network | Virtual Event Bags 2017 Sponsorship Engagement Survey provide guidance for how event organizers can proactively meet the needs of the evolving space.

As event directors, you want to attract the best sponsors for your event. But what does that take? What are sponsors looking for? And how can you make your event a slam dunk for your sponsors?

In a 2017 Sponsorship Engagement Survey, ACTIVE Network | Virtual Event Bags sought to study what event organizers and planners are currently doing and how they could improve their processes to provide tangible ROI and make event partnerships more appealing for their sponsors.

Our goal was to be able to provide the data-backed guidance organizers need to proactively meet the needs of the evolving space of event sponsorship.

We started with the global authority on sponsorship and the leading provider of sponsorship resources, Independent Evaluation Group (IEG). According to IEG's 32nd annual year-end industry review and forecast, while 2017 saw steady spending growth in 2017, brands and corporate marketers are growing more selective in their spending and taking a more cautious approach to partnerships. So, while spending overall is increasing, securing additional dollars for partnerships has become increasingly challenging for event partners.

What does that mean for event directors? Indications are that, moving forward, it might be harder to land sponsors, but once event directors build the benefit of their event and sign sponsors, those sponsors will have more money to invest.

This resource will explore:

1. Problems event organizers are facing
2. What sponsors are asking for
3. How to bridge the new gap

The Value Gap

When pitching to sponsors, how clearly are you able to articulate your value proposition?

According to the IEG survey, part of the issue with spending additional dollars on partnerships is the gap between the sponsors' expectations and the event's ability to deliver personalized marketing opportunities, audience insights, and valuable digital content and platforms.

Interestingly, the ACTIVE Network | Virtual Event Bags Sponsorship survey found that 85.3% of conference organizers feel confident in clearly articulating the value proposition of their event to a sponsor.

The question is whether their efforts driving more value for sponsors.

**% CLEAR ARTICULATION OF VALUE PROPOSITION**
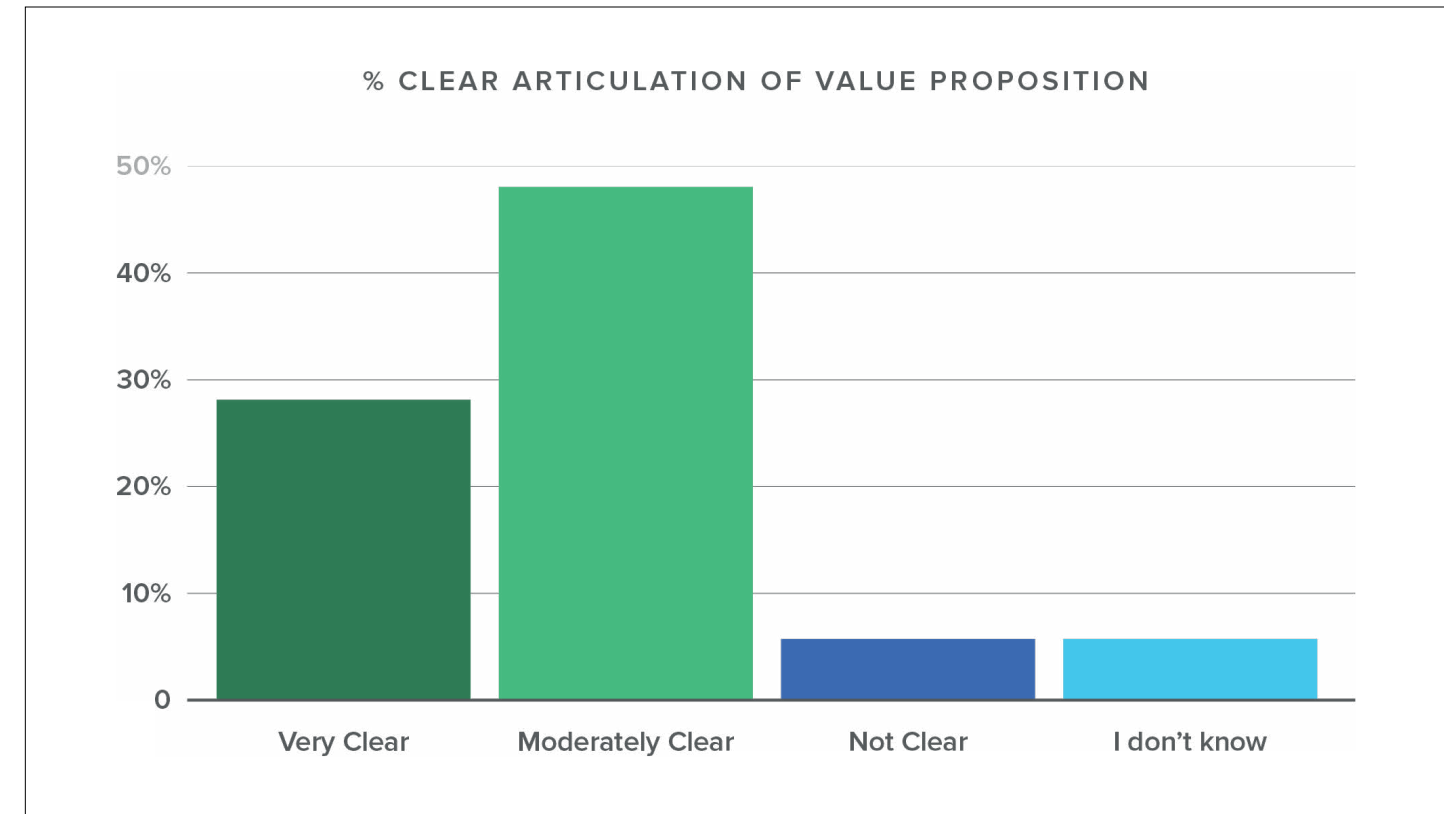
Measuring Sponsorship Impact

Do you have a consistent, standardized way to measure the impact and effectiveness of your sponsorship engagement?

In order to clearly build the value of partnership to sponsors, organizers need to deliver concrete facts on the impact and effectiveness of sponsorship beyond just traditional impressions.

Unfortunately, nearly 70% reported they lacked a consistent, standardized way to measure the impact and effectiveness of sponsorship, leaving them unable to deliver the data their sponsors need. In fact, many event organizers have avoided digging into their data due to fear that the reality would drive sponsors away.

Unfortunately, in this data-driven market, not being able to deliver measurable campaign results that speak to both qualitative and quantitative value will undoubtedly hurt conference organizers' chances at gaining new sponsors and driving long-term partnerships.

% IMPLEMENTING STANDARDIZED IMPACT RATE

33% STANDARD

67% NON-STANDARD
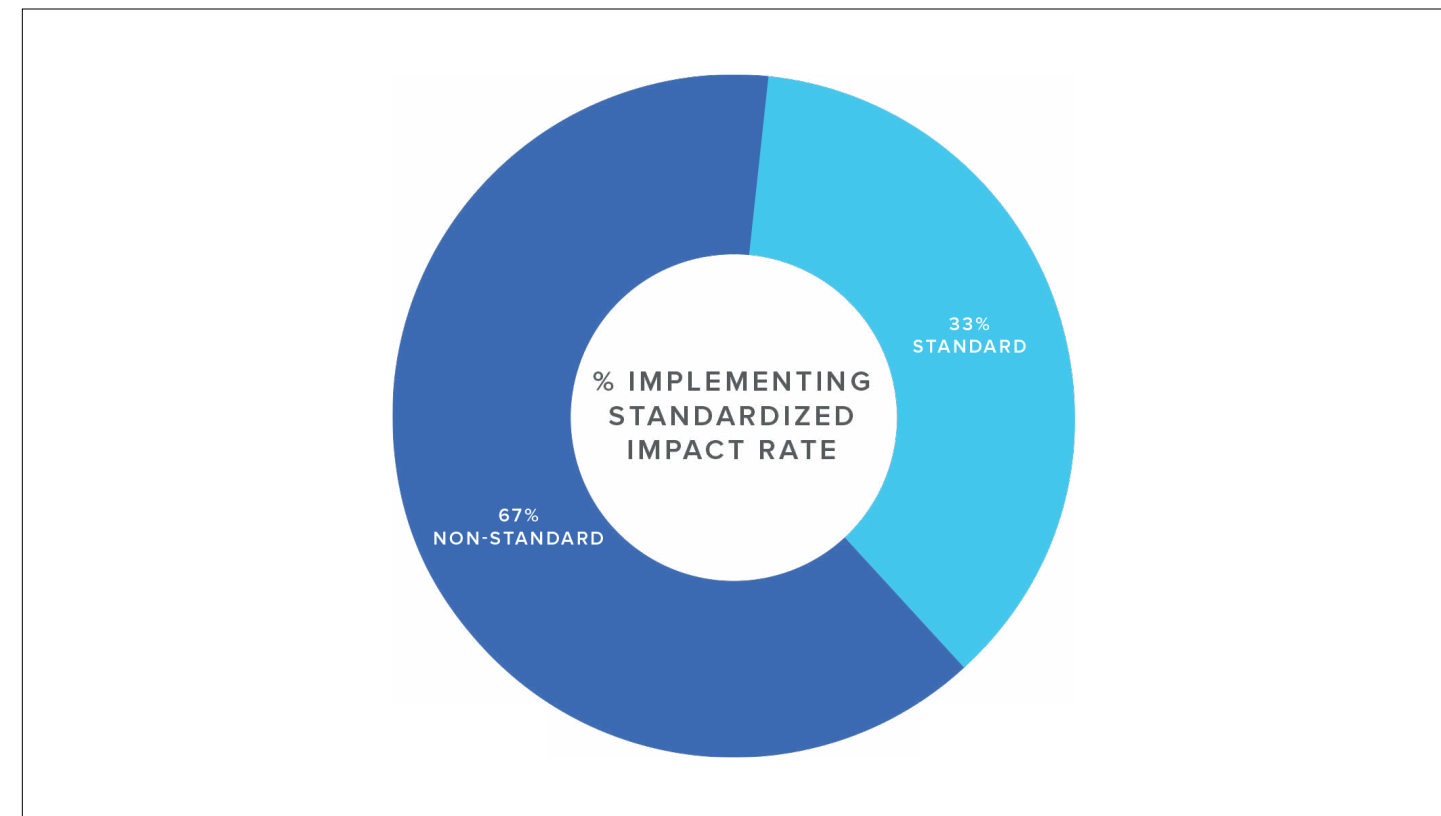
Sponsors Most Valued Services Provided by Event Organizer

According to IEG, the top things sponsors find most valuable in terms of a sponsorship partnership is assistance measuring ROI and ROO. If event organizers shy away from measurable media, they risk losing a competitive edge against other conferences competing for the same sponsorship dollars.

2015

#1 Assistance Measuring ROI/ROO

#2 Post-event Report/fulfillment Audit

#3 Audience Research on attitude/image

#4 Audience Research on propensity to purchase

#5 Audience Research on Recognition /Recall

2016

#1 Assistance Measuring ROI/ROO

#2 Post-event Report/fulfillment Audit

#3 Audience Research on propensity to purchase

#4 Audience Research on attitude/image

#5 Assistance Developing Relevant Content

Source IEG/ESP Properties 2015 & 2016
Sponsorship Decision-Makers Survey

How Organizers Deliver Value

Which digital tools are you currently integrating into sponsorship activations?

+ 86% say event websites are the most crucial digital component of a sponsorship engagement

+ Social media follows in second place with 72%

While event organizers are integrating digital tools into their sponsorship activations, they're not creating the personalized experiences - and the corresponding results - their sponsors are looking for. To really build value for sponsors, they need a platform to tell their individual stories.

INTEGRATED DIGITAL TOOLS
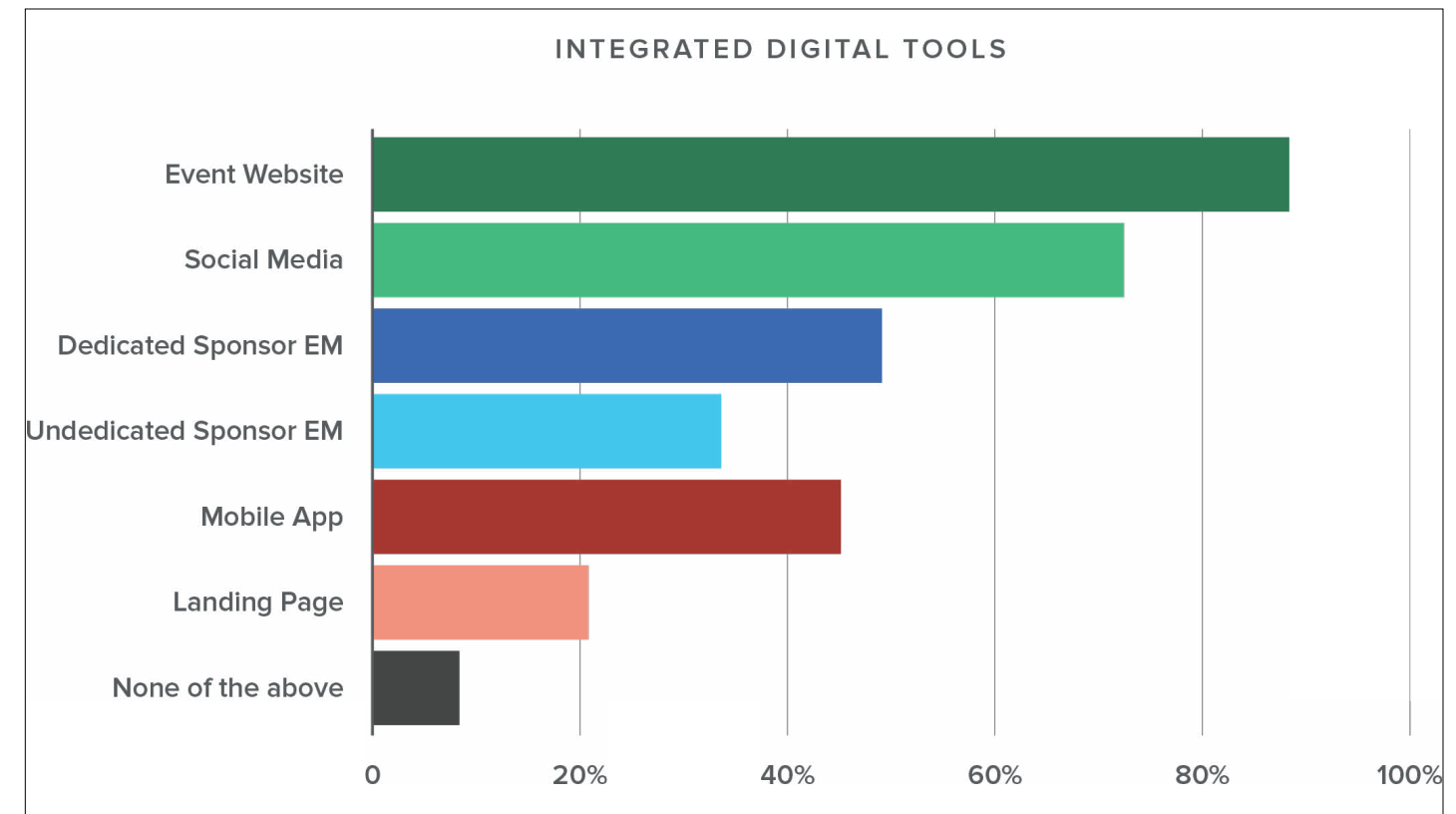
The Value of Dedicated Emails

Event organizers claim that the top desired assets by sponsors are event website coverage and dedicated email. To some degree, they're right. The event website is, of course, a basic expectation.

Why do sponsors still desire dedicated emails?

Sponsors love dedicate email because it's a chance for them to get their story in front of event participants and see how it drives results.

+ Exclusivity

+ According to IEG's recent 2017 Sponsorship Trends Report, 41% of sponsors said assistance managing ROI/ROO and post event fulfillment reports and audits were the most valuable benefits.

AVG. WEIGHTED SCORE OF IMPORTANCE
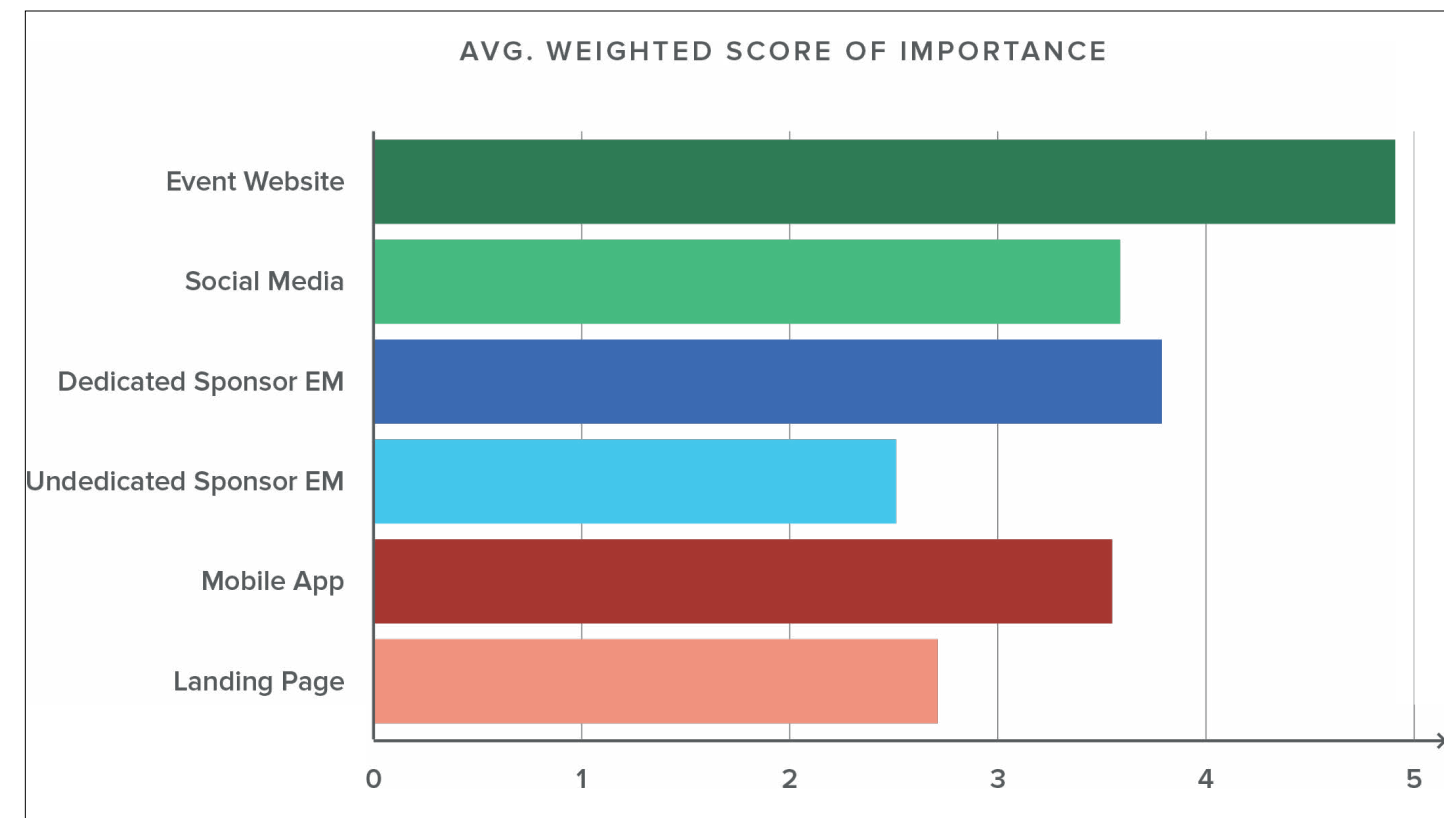
The Challenge of Dedicated Emails

Event organizers want to deliver on this expectation of sponsors, but this is where they run into challenges, particularly when using traditional email tools.

+ They run the risk of fatiguing their audience by sending out a personalized email for every sponsor.

+ Every personalized email takes time, energy, and resources, which can be in short supply leading up to conference day.

SPONSOR-DESIRED ASSETS YOY
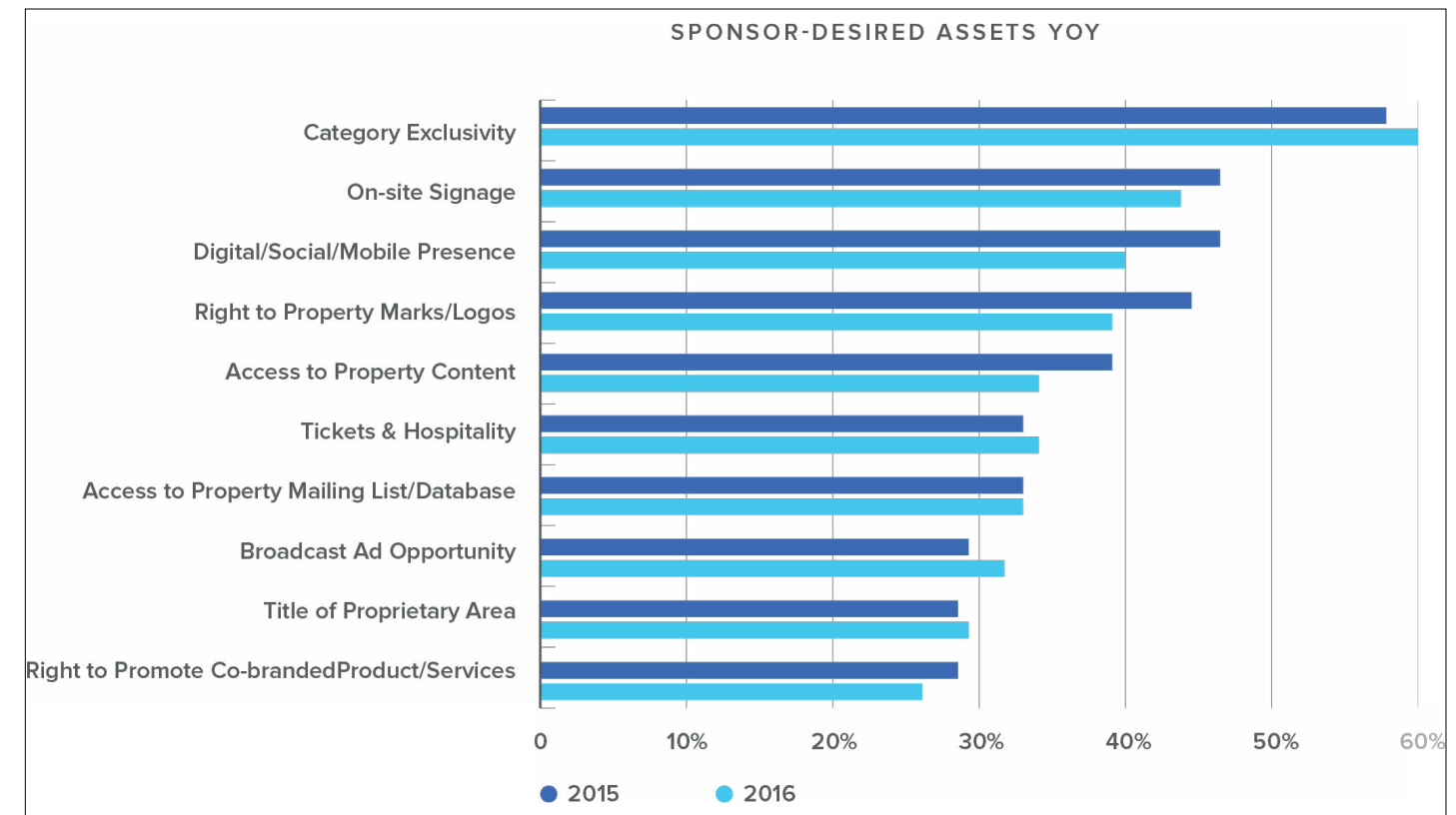
Source IEG/ESP Properties 2015 & 2016
Sponsorship Decision-Makers Survey

The Demands of Personalization

**Which tools are the hardest to manage on behalf of the sponsor?**

The study suggests that all digital components are relatively difficult to manage, depending on the sponsor and the activation.

In general, the hardest to pull off is providing customized messages for the sponsors.

What makes them difficult?

TOP THREE REASONS:

1. Creating, collecting and managing content

2. Integrating into existing technology

3. Capturing, summarizing and distributing performance reports to sponsors

DIFFICULTY OF SPONSOR TOOLS

DEGREE OF DIFFICULTY

CHALLENGES W/ SPONSOR ACTIVATION

DEGREE OF DIFFICULTY
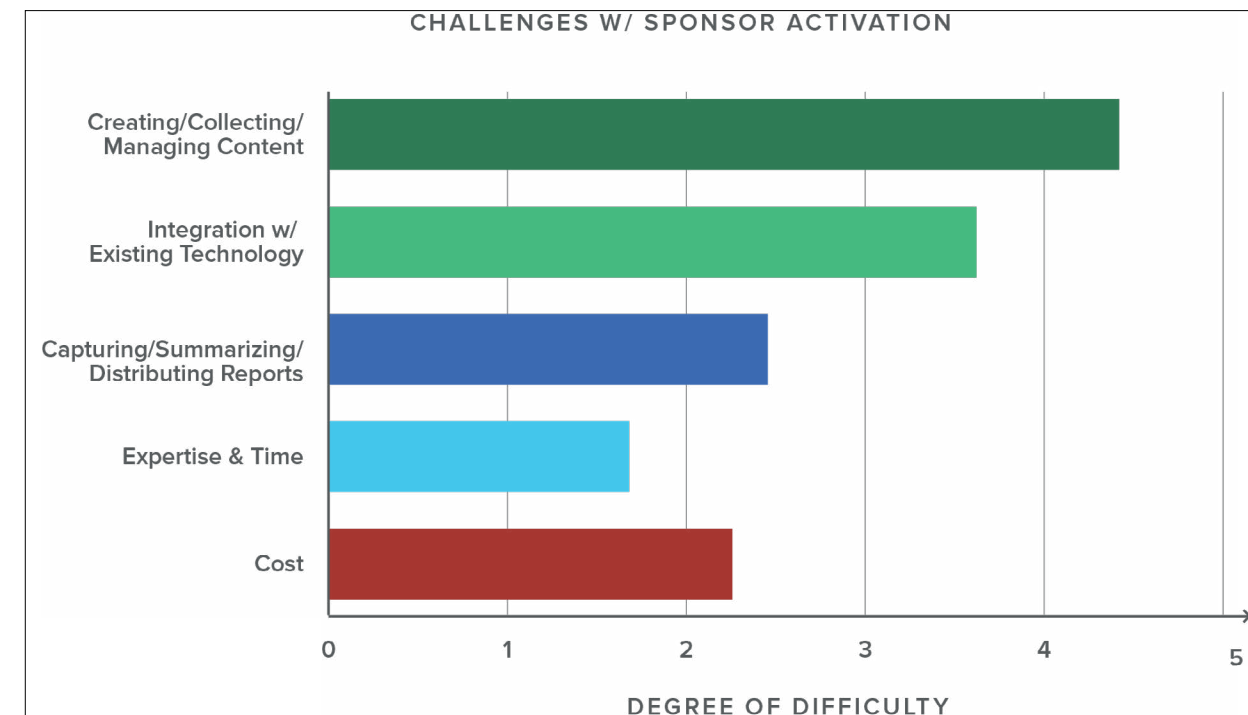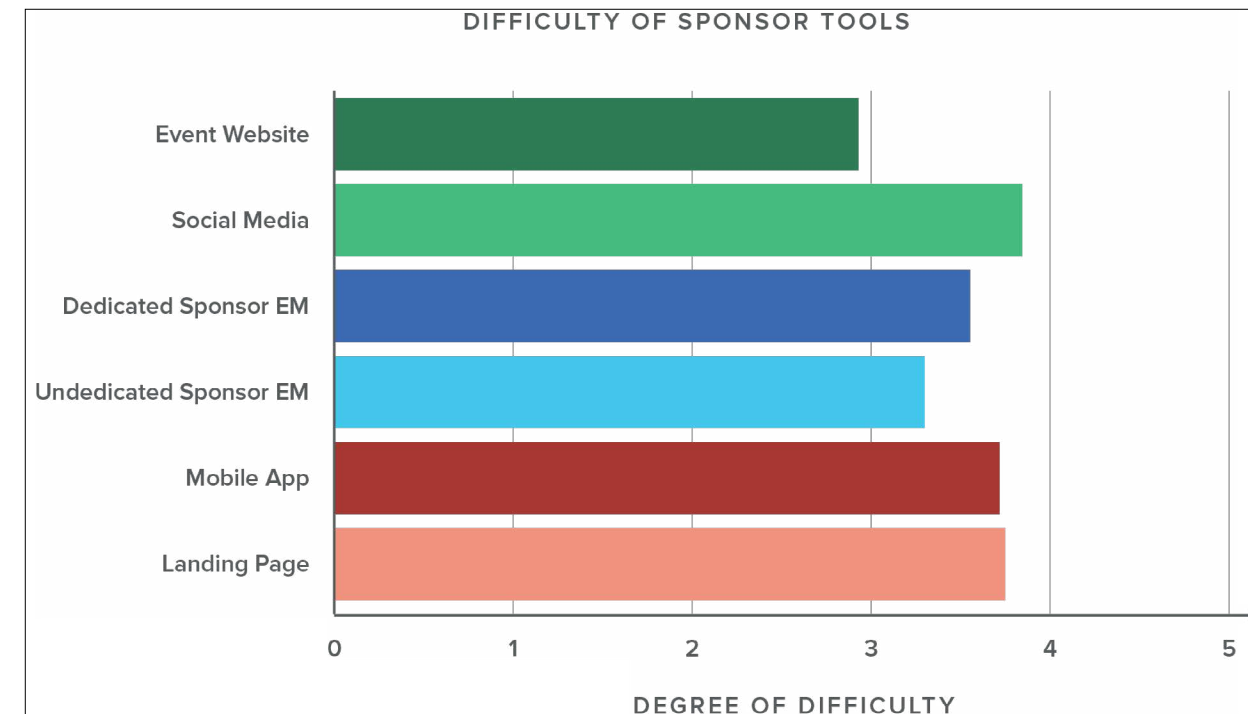
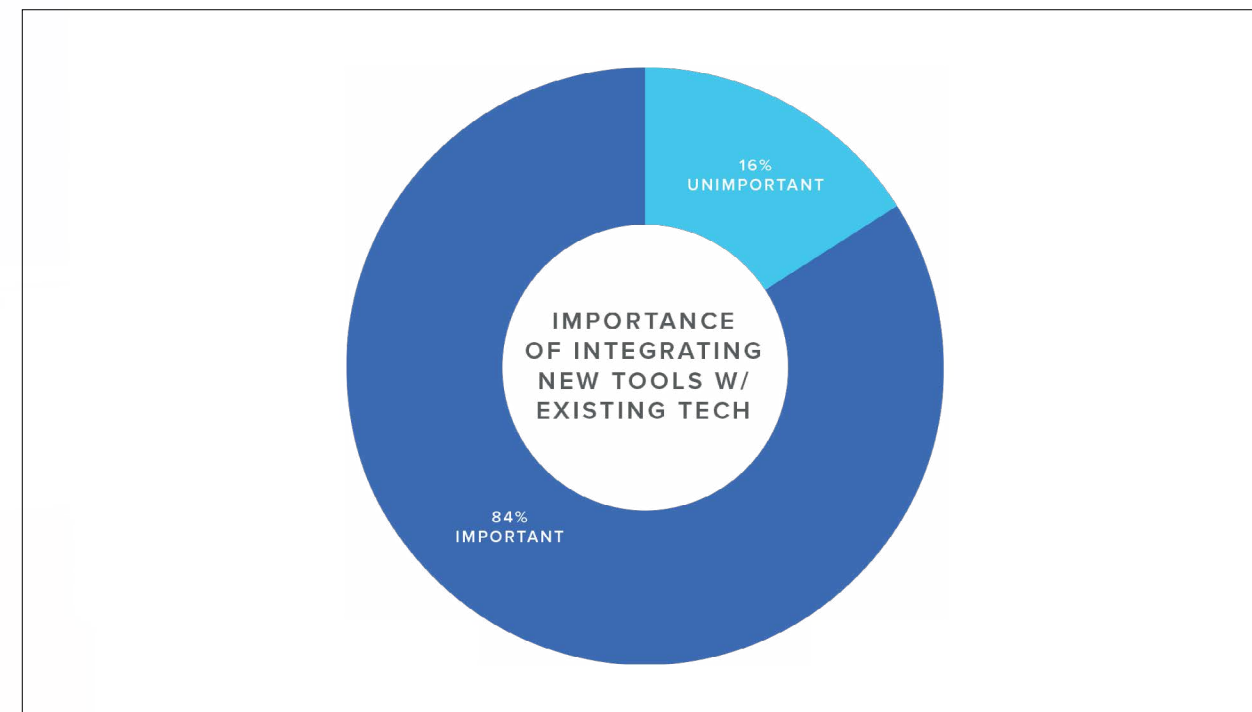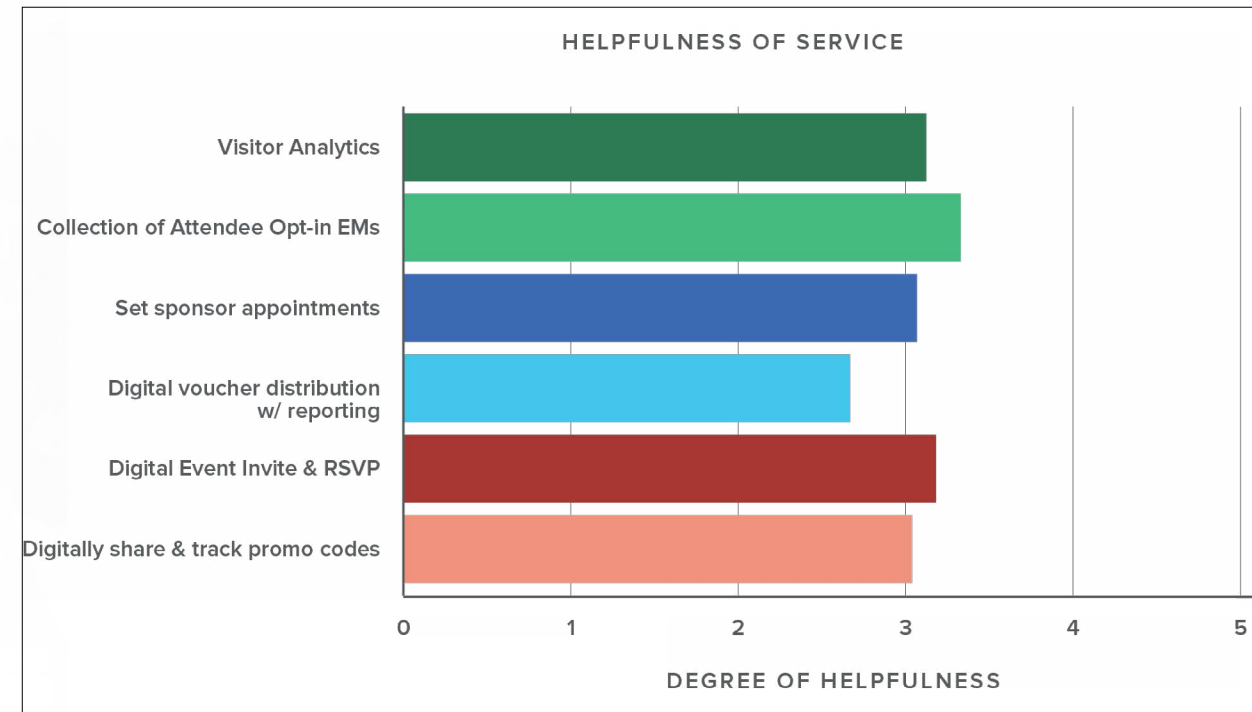# What Organizers Need Help With

According to the study, event organizers indicated that all of the following services would either "help" or "help a lot."

In order to provide the value that sponsors seek without exhausting their audience and, ultimately, diluting the sponsorship value by the very means they use to increase it, they must have help!

How important is it to integrate new tools into your existing technology?

90% of event organizers surveyed said it was "important" or "very important" to find tools that integrate with what they're already using.

They're looking for amazing results, seamless integration, and minimal effort on their part.

HELPFULNESS OF SERVICE

Visitor Analytics	
Collection of Attendee Opt-in EMs	
Set sponsor appointments	
Digital voucher distribution w/ reporting	
Digital Event Invite & RSVP	
Digitally share & track promo codes	

0   1   2   3   4   5

DEGREE OF HELPFULNESS

IMPORTANCE OF INTEGRATING NEW TOOLS W/ EXISTING TECH

16% UNIMPORTANT

84% IMPORTANT

The Bottom Line...

+ There's a gap between what sponsors need and what event organizers can deliver. According to IEG's "What Sponsors Want Report," 42% of sponsors are looking for measurable analytics that go above and beyond the typical impressions/reach previously used to justify the partnership. And since nearly 70% don't have a consistent, standardized way to measure the impact and effectiveness of a sponsorship, they're unable to deliver the data they need to secure the sponsors they want to work with.

+ Conference organizers need a way to measure (both qualitatively and quantitatively) the ROI and ROO sponsors can expect from their partnership. Without the right data, they put their partnerships at risk.

+ Event organizers struggle to manage their digital campaigns and deliver the metrics they need to satisfy their sponsors. They need new tools to meet demand, but those tools need to be easy to use, easy to understand, and able to work with their current technology.

What if we told you, we have a solution?

+ Collect and manage sponsor created content

+ Integrates seamlessly into existing technology

+ Capture, summarize and distribute performance reports to sponsors in real time

## What is Virtual Events Bags?

ACTIVE Network | Virtual Event Bags (VEB) is a mobile responsive website that provides a wealth of opportunity for your attendee and sponsor to engage in a scalable, measurable and flexible manner!

+ Sponsorship Metrics Challenges? **There's a solution!** Virtual Event Bags provides deep engagement reports that provide insights into everything from the basic (like number of interactions with your content) to advanced (like specific attendee information). Reports can be automatically sent to sponsors outlining all their engagement statistics. In addition to social media and website visits, conference organizers can gain a better picture into the true digital ROI their sponsors received.

+ Dedicated Emails? **There's a solution!** Virtual Event Bags gives your sponsors the opportunity to share their stories with your
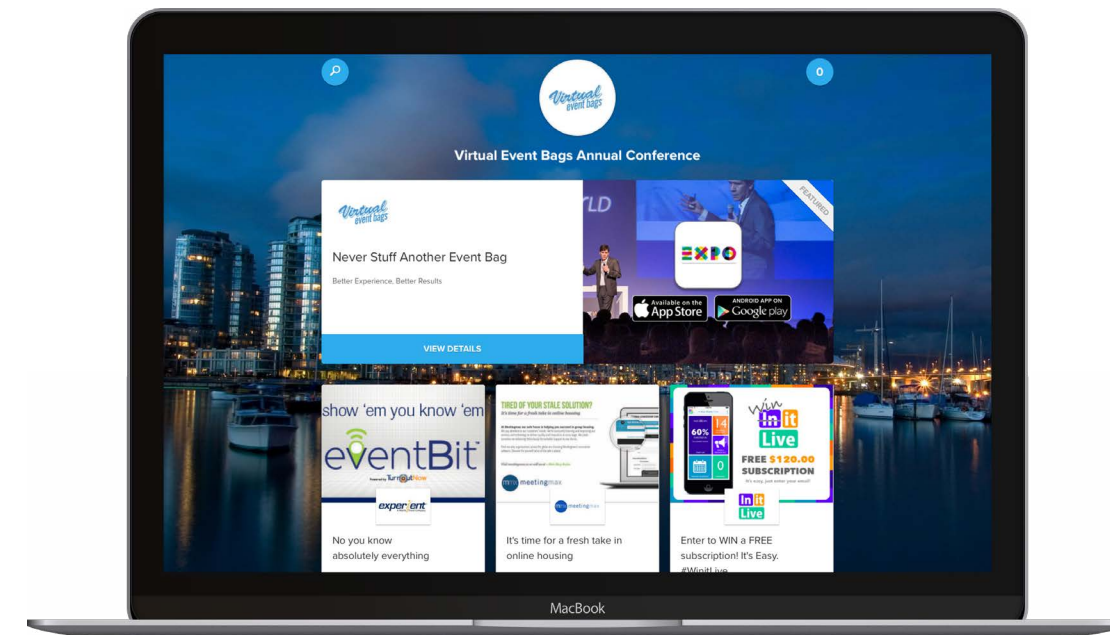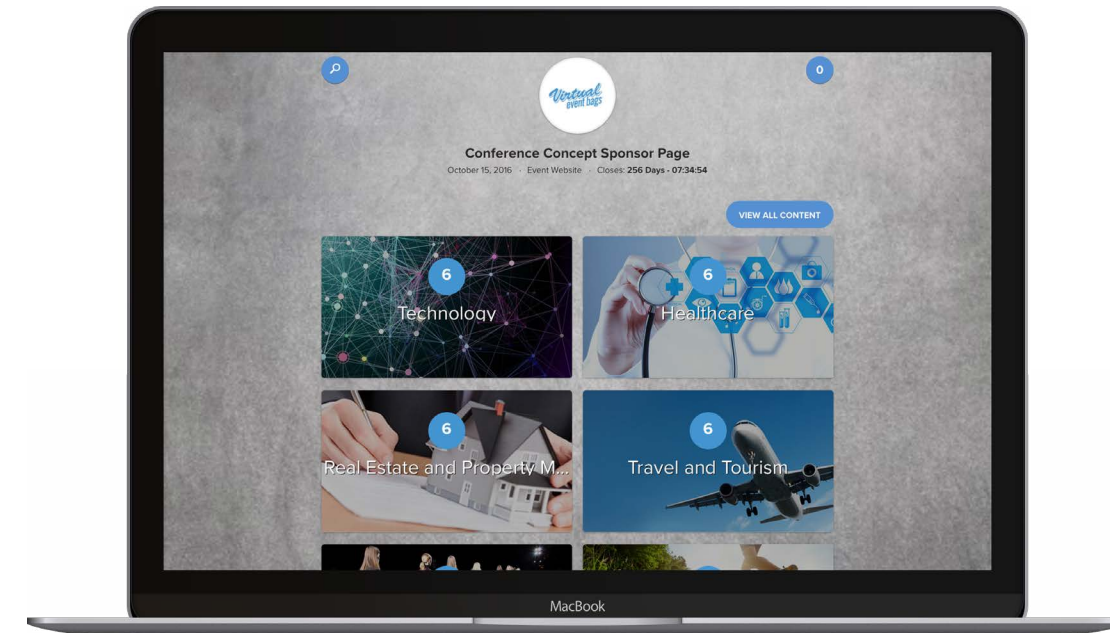
participants through email, social, website, mobile - anywhere the conference organizer sees fit. And since each sponsor crafts their own story, organizers can feature multiple sponsors at once. For sponsors who need exclusivity, the Featured Sponsor option gives them the opportunity to connect with your attendees one-to-one.

+ Digital Activation Difficulties? **There's a solution!** Put the responsibility of content creation back on the sponsor. With a dedicated support staff, sponsors can contact Virtual Event Bags with questions on setting up their placement within your digital event bag. They can go back and edit in real-time and the interface makes it easy for anyone to create the ideal message and look for their brand.

+ Tools to solve these challenges? **There's a solution!** Virtual Event Bags is flexible. It allows your sponsors to choose their preferred communication strategy and allows conference organizer to easily share information with sponsors.

EMBED VIDEO IN EVERY PLACEMENT

VOUCHER DOWNLOAD DISCOUNT

RSVP SCHEDULE SURVEY
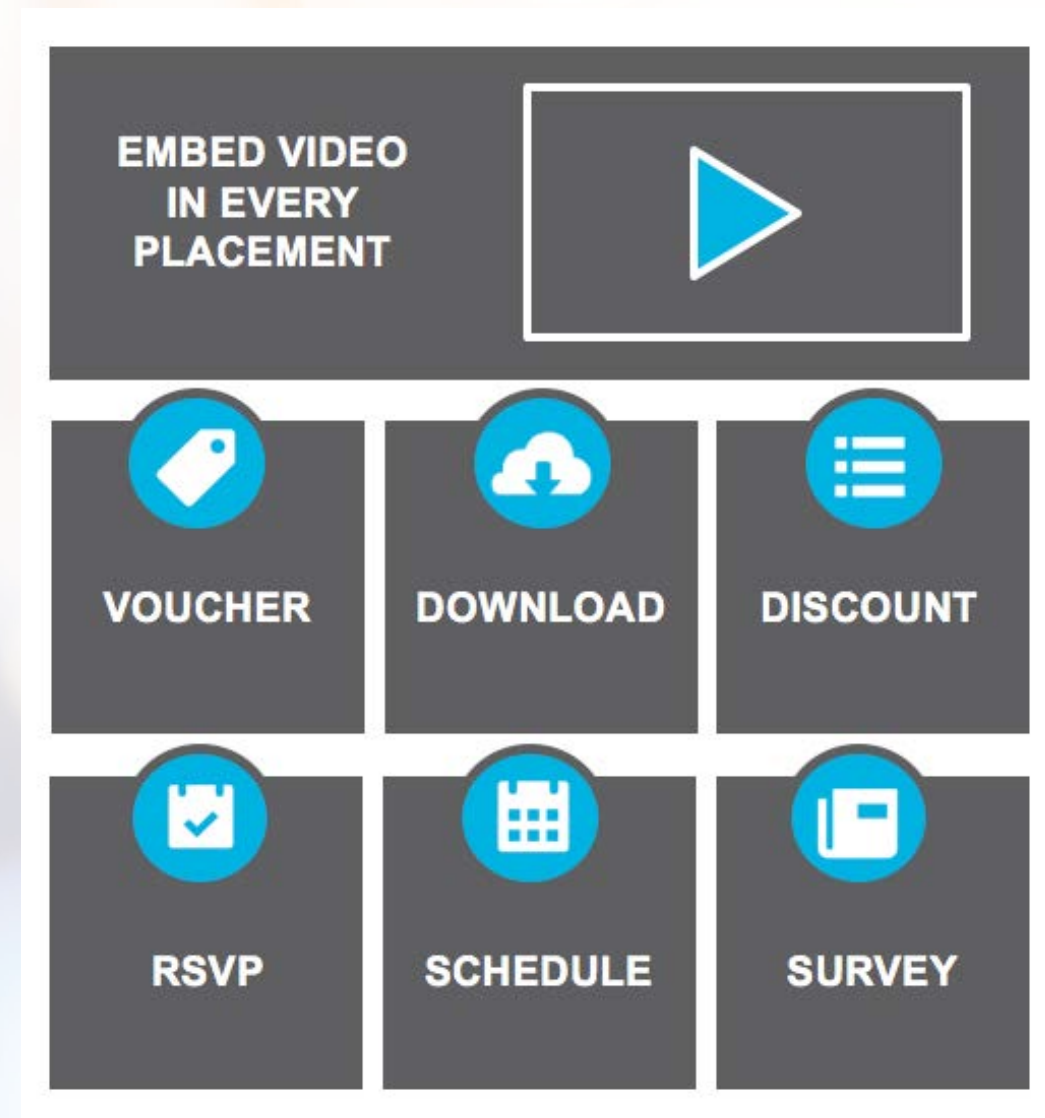
Appendix
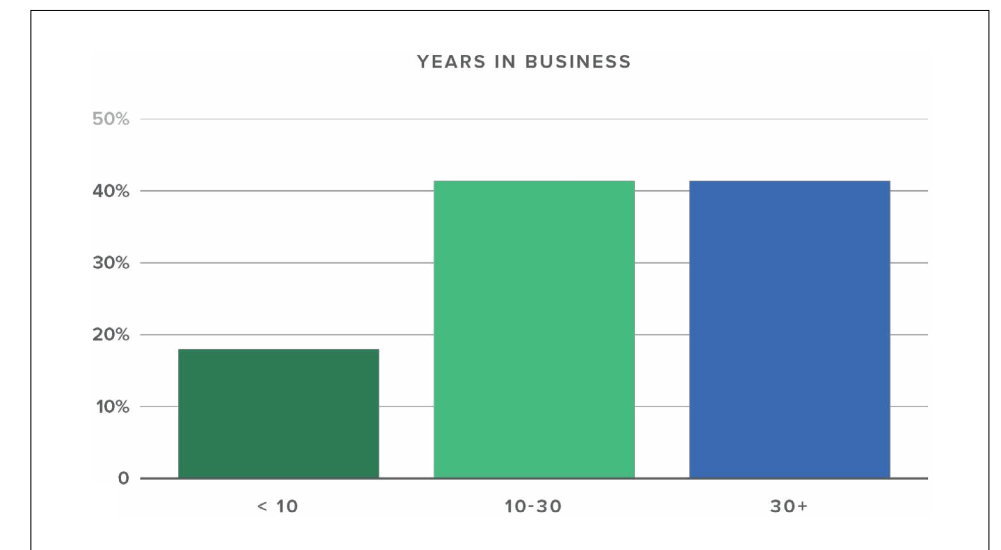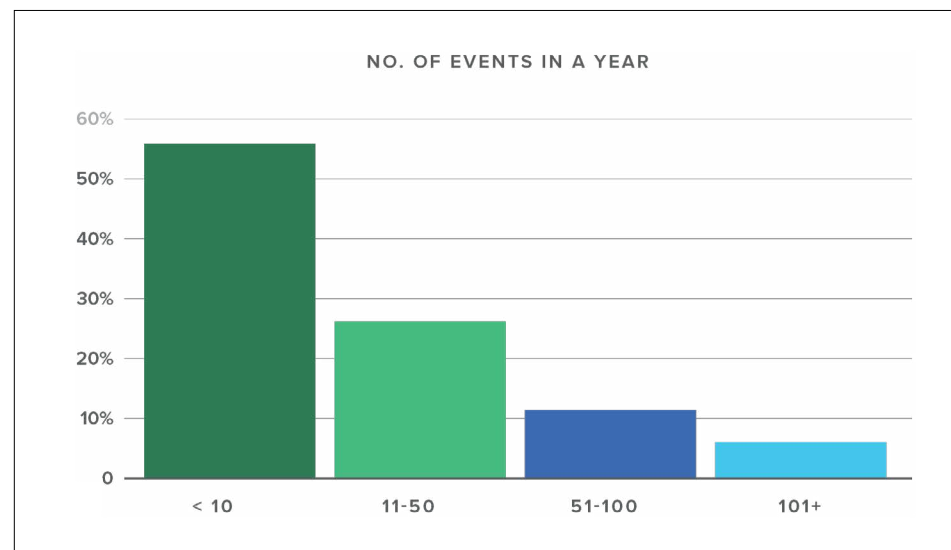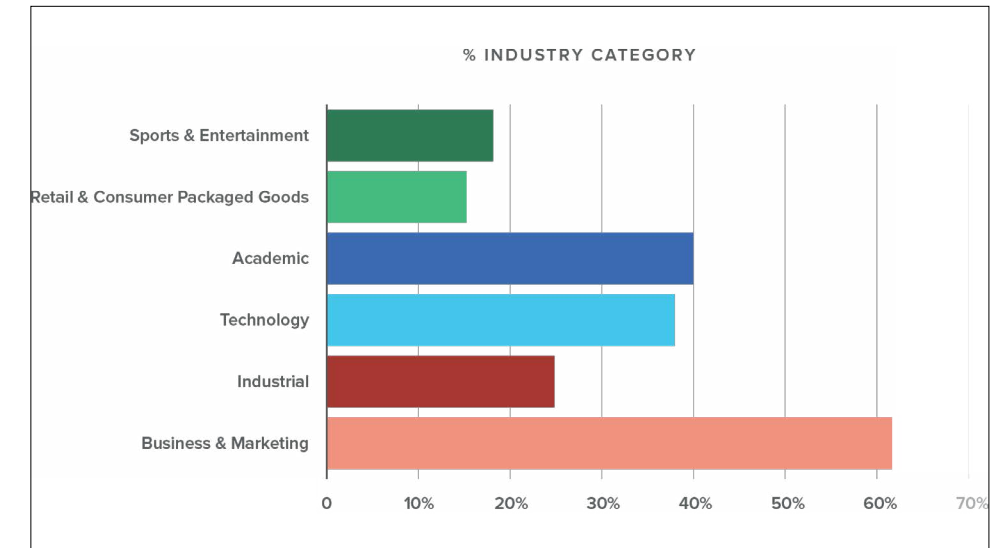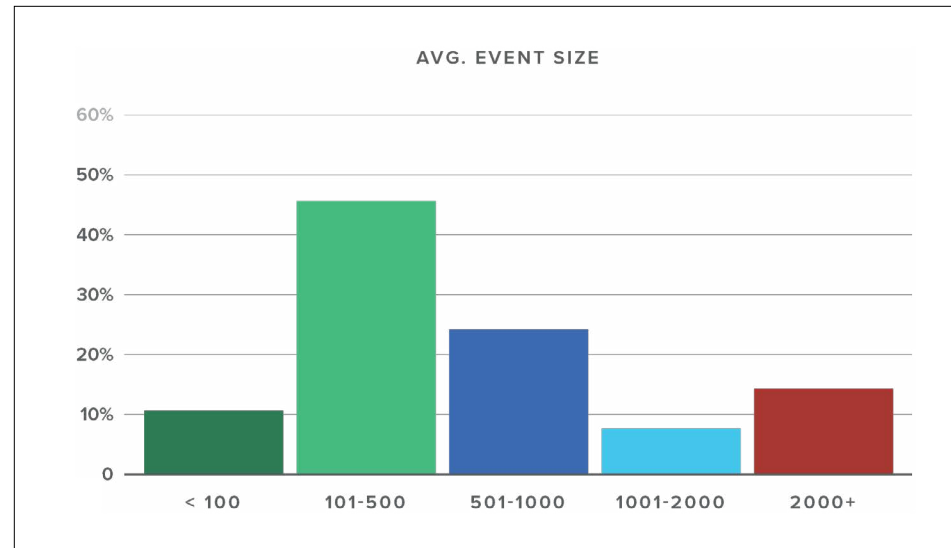
ACTIVE Network | Virtual Event Bags

Eliminate excessive sponsor emails.

Deliver measurable results for sponsors.

Adopt sustainability.

VirtualEventBags@activenetwork.com
800.708.8749

AVG. EVENT SIZE

% INDUSTRY CATEGORY

NO. OF EVENTS IN A YEAR

YEARS IN BUSINESS

Survey size: 100 participants