

# Getting the Most from your Sponsorship

## Marketing Materials

- 1) **Save the Date** piece has been created and printed. 2500 are circulating across Arizona via 6 confirmed marketing collaborators. This piece included logos from any sponsors who had renewed their sponsorship directly following last years' event. We have a few left; if you would like some of these cards, please call Stephanie at 602-840-2900. Note: even since these were distributed, at least 3 additional marketing collaborators have emerged, and will be partners helping us distribute registration flyers and press releases.
- 2) **Registration Flyer**
  - a. The cut-off date for sponsors to be certain their logo will be included in the flyer is **3/21**
  - b. Our planned print date is **3/31**
  - c. Registration flyer distribution efforts (getting them out into the market) start **4/4**
  - d. We expect to print 3000 at this point. More can be ordered if needed.
    - i. 2000 will be circulated across our planning community and current marketing collaborator group (as shown on the home page of our website).
    - ii. We plan to send 50 flyers to each of our sponsors via USPS not later than **4/30**, for your use in your offices through event day. *Please let us know if you can use/would like more.*
    - iii. Additional promotion: We plan to send 50 flyers to any of our speakers who would like to use them for promoting this event and their sessions/all sessions to their client base.
  - e. If you would like to receive a sample of last years' flyer, please call Stephanie at 602-840-2900.
- 3) **Associate with this event on your website starting 3/15**
  - a. Our main website Home Page Summer Forum update is scheduled for posting by **3/15**
  - b. We are providing you with the PGRTAZ logo, should you wish to note your support of this event on your website, and provide a visual cue to link to it.
  - c. If you prefer, this year we are also creating a "button" replicating the current look/theme of this event, as an alternative to posting our logo as your link to this event on your website. We will forward this "button" as soon as it is completed.
- 4) **Media Outreach and Communications via Press Releases and Social Media**
  - a. Starting **3/18**, we plan to post (weekly if possible) press releases on our [website news section](#), with updates about our keynote speakers, running tally of attendance numbers, industry news that this conference addresses, innovative production ideas for the event, etc.
  - b. We work with our marketing collaborators to push these releases into visibility with the greater AZ community via their existing membership and client bases, and have developed a target list of media contacts.
    - i. We always want to expand the media contact list. If you have suggestions or contacts, please send them to us at [info@PGRTAZ.org](mailto:info@PGRTAZ.org)
    - ii. Leave a Legacy awareness campaign media channels have indicated a willingness to assist in delivering our news also
  - c. You will be copied on all press releases (along with our marketing collaborators). We hope receiving these both keeps you excited and up to date as the event draws near, and also becomes a tool to help you let any of your clients/contacts know about your support of this event.
  - d. **Let us know if you would like to be quoted in a press release, and begin considering your quote content. Our suggestion: State your reasons for participating in the production of this event. The sooner you send in your draft quote, the earlier in the Press Release line up we can get you recognized.**
  - e. We will be posting our press releases through event day to various social media sites, including appropriate allied professional groups on Linked In.
  - f. We are adding a group of bloggers for interviews and reviews of our conference on event day, taking place all day long in the Community Lounge.

## PGRTAZ Website

- 5) The **PGRTAZ website home page** is scheduled to be updated by **3/15**. [www.pgrtaz.org](http://www.pgrtaz.org)
  - a. Summer Forum will have top home page billing through July, significant after-event coverage, and retained (smaller) visibility on the home page through September.

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- b. Your logos will be prominently displayed on the home page of our website with the event promotional information, alongside of “register now” and “program” buttons.
- 6) Other Summer Forum website pages, including the **program description pages**, are also being created currently. Continual updates happen to these pages through May.
  - a. The **program description page** will ultimately include:
    - i. Each break-out session sponsor logo prominently and professionally displayed with “your” session
      - 1. We may need to collect better quality graphic files from some of our sponsors to better produce your logos on this page
    - ii. Your logo will link to your website from this page
    - iii. The break-out session look/feel will be professionally designed with the same level of presentation quality as the Summer Forum section on the home page
    - iv. We will begin working with sponsors to see which breakout session they prefer, *as soon as we finalize the last breakout sessions and presenters (see next section)*.
    - v. We will be driving event registration traffic to this page consistently. *It will get visibility.*

### Event Production

#### 7) Assigning/Matching break-out sessions to sponsors

- a. There are 12 breakout sessions, and 12 breakout sponsors. We have collected two sentence descriptions to help you determine the content of each session.
  - b. We will send all confirmed sponsors the final program schedule in the same e-mail, with an invitation to view the program and let us know your desired breakout session to support.
  - c. In the event of multiple sponsors seeking the same breakout session, top priority goes to the earliest sponsor to renew/confirm. If needed, the next priority filter is which sponsor requested the breakout session first.
- 8) Please begin working on your **Full Page Ad for our Conference Proceedings Booklet** now. Some information that may help your marketing department develop your ad:
- a. The deadline for collecting ads is no later than **5/24** (the same date the early bird registration pricing ends)
  - b. There is a significant Sustainability theme with the production of this event, as well as the program emphasis on Impact, that you may want to tie to in your ad.
  - c. Click here for a visual example of the prior [Conference Proceedings Booklet: a compact size, full content, booklet](#). We can forward you a sample of last year’s Proceedings at your request.
  - d. Last years’ Proceedings booklet was 60 pages in length
  - e. This years’ Proceedings booklet will be larger in size. Reference the Ad Spec Sheet for details.

### Sponsor Admission Benefits

- 9) Each Break out Session Sponsor receives **2 complimentary registrations** (other sponsorship levels differ in the number of complimentary registrations)
- a. Register your attendees any time after early bird registration opens on **4/20**
  - b. Plan to attend “your” break-out session, as you will be introducing yourself, your firm, a bit about your practice, and then the speaker
  - c. Contact Stephanie Weadock ([info@PGRTAZ.org](mailto:info@PGRTAZ.org)) for your free registration coupon code when you are ready to register
  - d. Break out session sponsors may invite/bring **up to 1 more attendees at \$110 each**. Stephanie Weadock also can provide you with these registration coupon codes

#### 10) Community Lounge Presence (breakout sponsors and higher)

- a. You will have a small table presence (all tables will be innovative, and about ½ the size of the standard expo booth tables) for your handouts, business cards, standing banner display area, etc.
- b. There will be a Passport to Entry into an end of day major prize giveaway. That Passport to Entry requires a stop by your table, and a personal greeting to at least one of your representatives, before you sign off on it. Only Passports with signatures from a representative of each of our sponsors have a chance at winning the major prize giveaway.