

Strategies to Boost Event Sales & Sponsorships

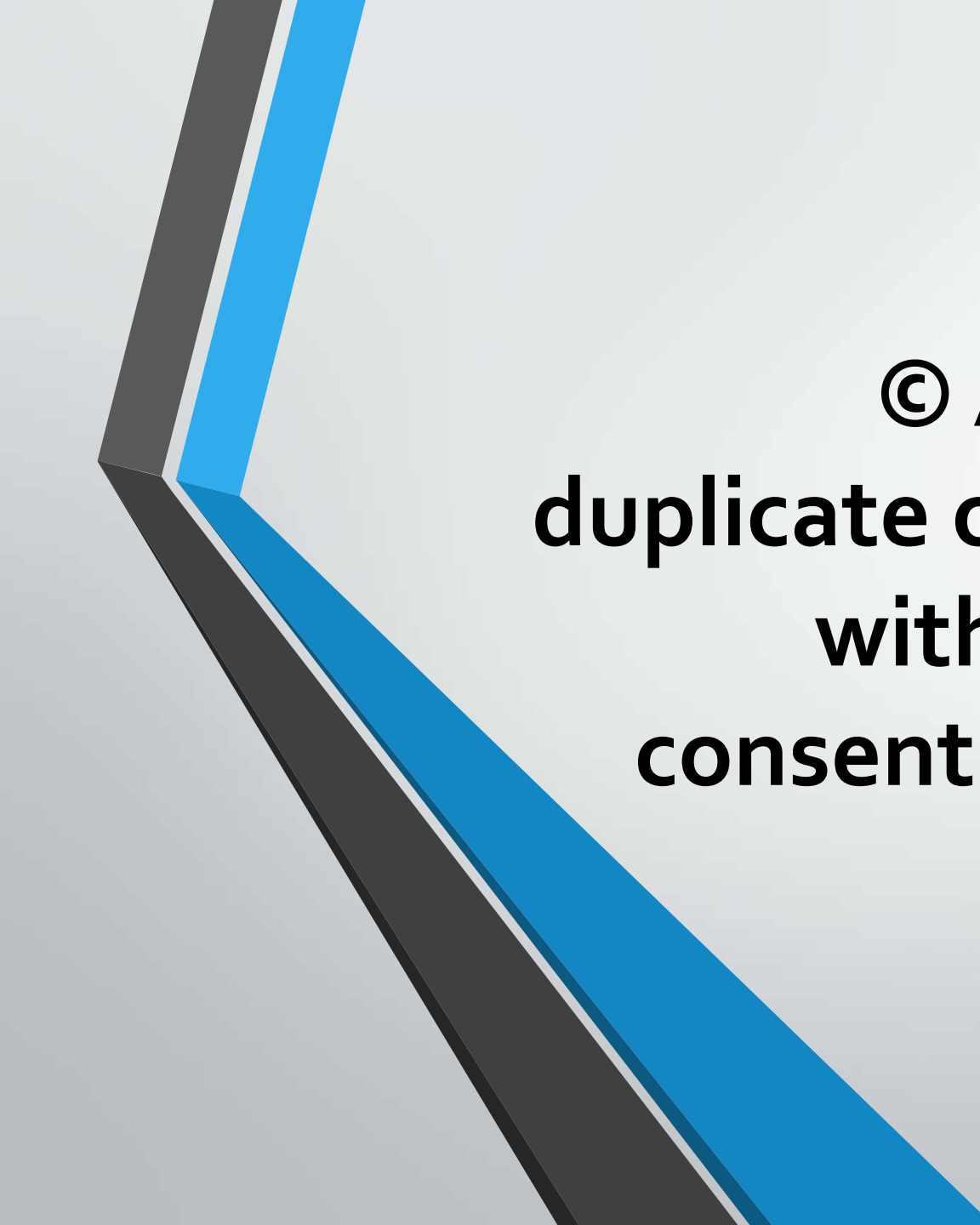
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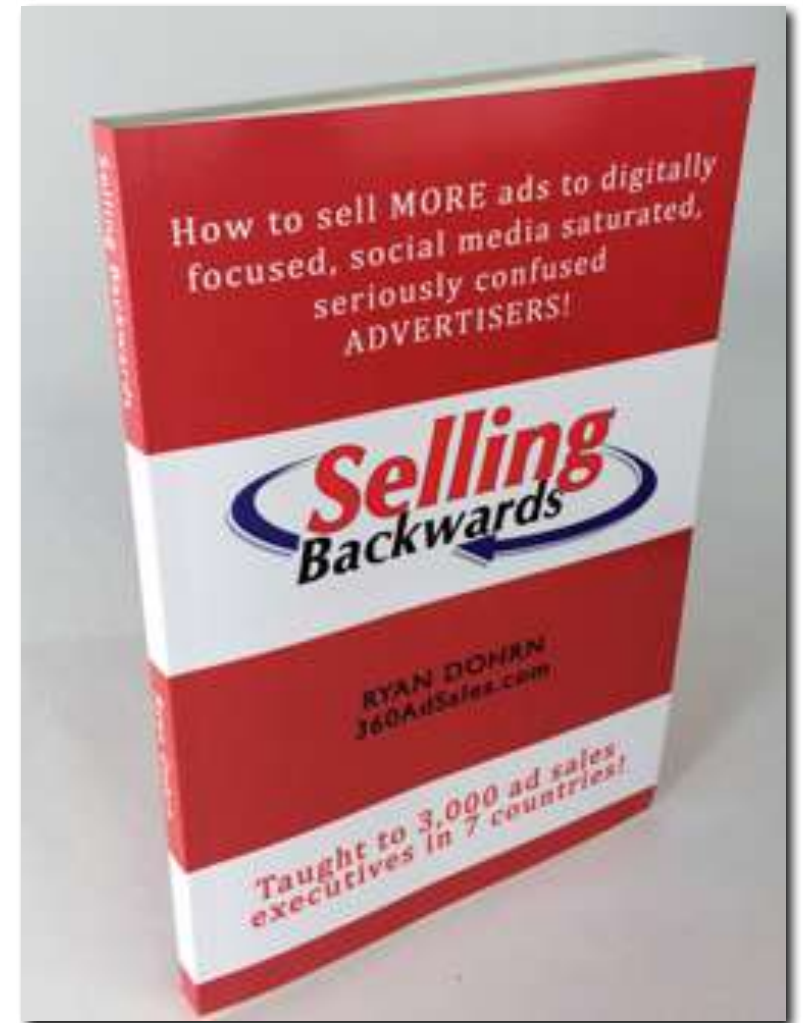




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360 Ad Sales
T R A I N I N G





VANCE



KINDER CUP

Barrel Racing Championship

2018

\$421,943 Paid out!

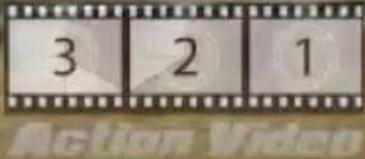


**\$100,000 Slot Race winner and
BFA Futurity Champion,
Brandon Cullins riding RR Mistakelly.**



**\$27,500 Slot Race Reserve
Champion, Kay Blandford riding
KB Angel Ta Fame.**

RR Mistakelly winning Kinder Cup Slot Race



0:17 / 0:48

Scroll for details







Idea #1:
Events support the three
basics of the total customer
sale.



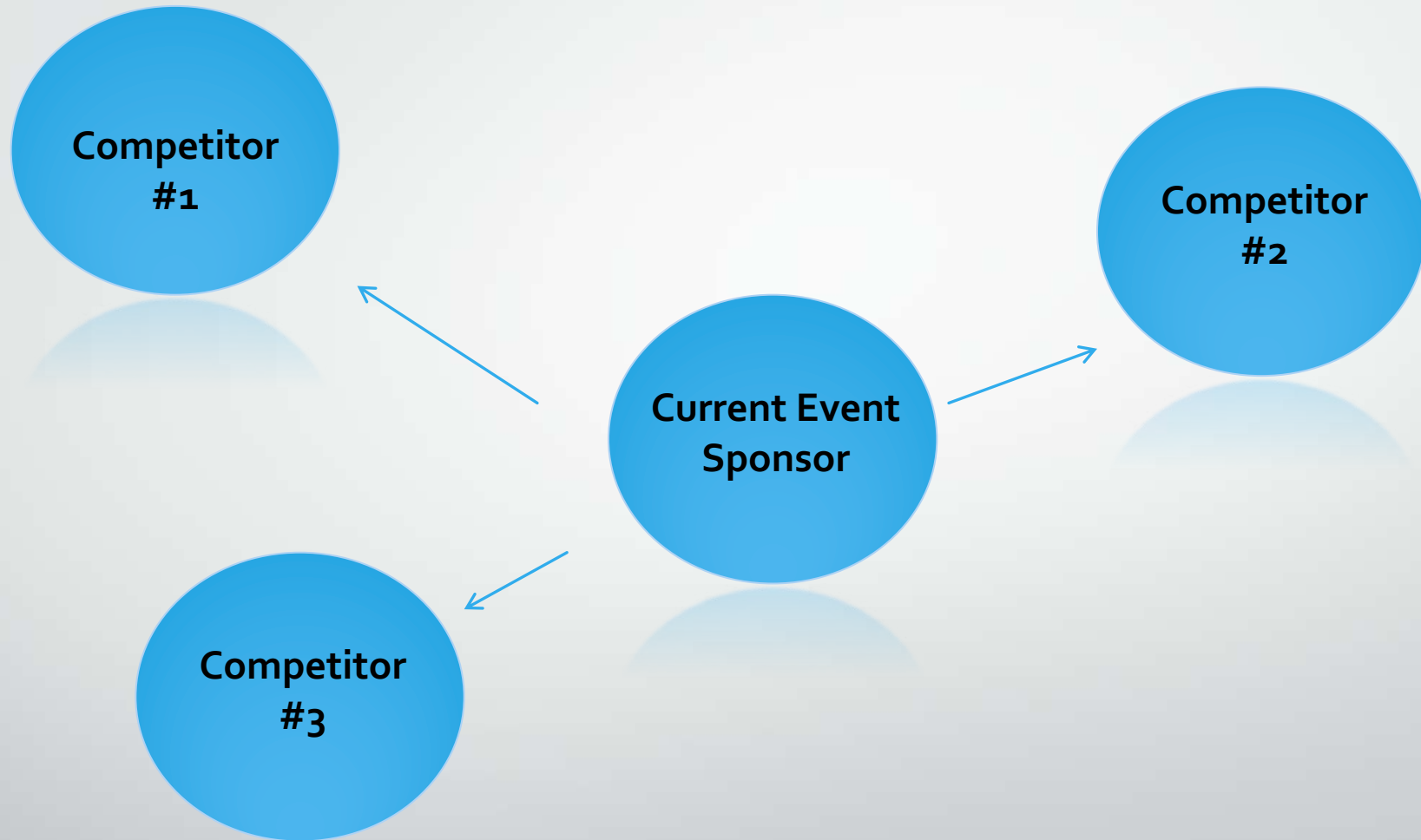
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- 1. Brand awareness**
 - 2. Face to face sales**
 - 3. Retention**



Idea #2:
Always sell using
competitive angles
and/or intelligence.

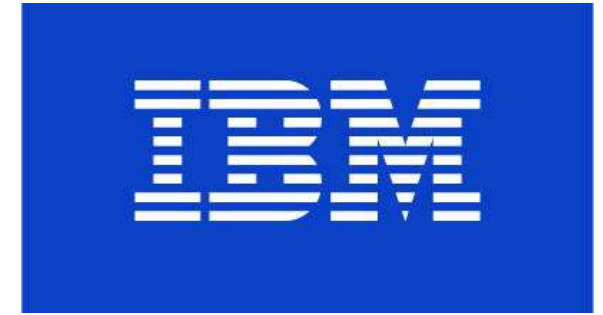


**Your absence is your
competitors
opportunity.**





Past Sponsors...




Contact: Darius Frank, 890-987-2928 –
Darius@MagMedia.com



Idea #3:
Events help companies
overcome *risk* from
Stranger Danger.



Preach the “Familiar Factor”.



Sixty percent of global consumers with Internet access prefer to buy new products from a familiar brand.

Source: Nielsen



Idea #4:
You must **SHOW** the
size or potential size.



425 people...






2,745 people...





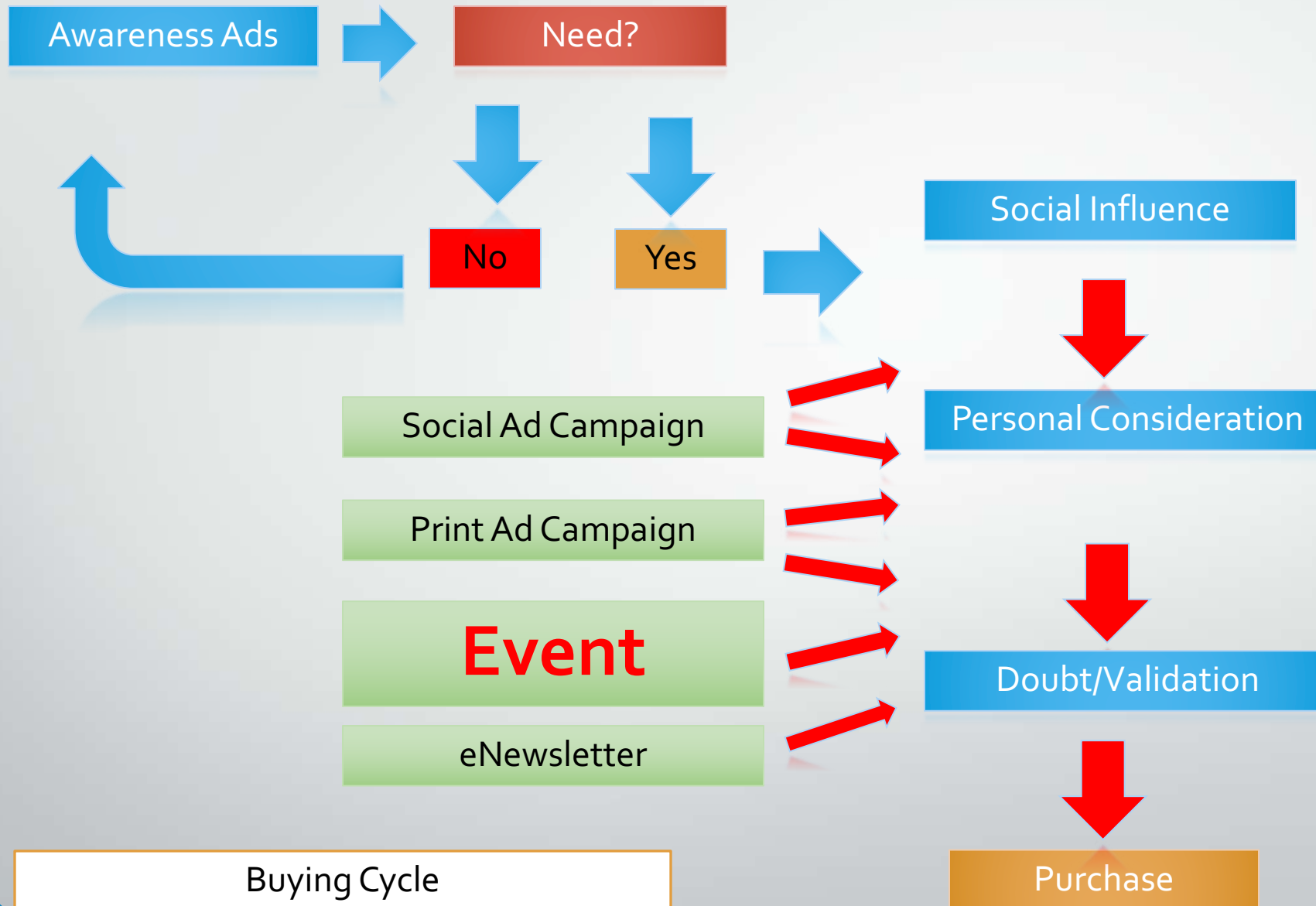
**We are permission
based marketers.
People come to events
expecting to see
sponsors.**

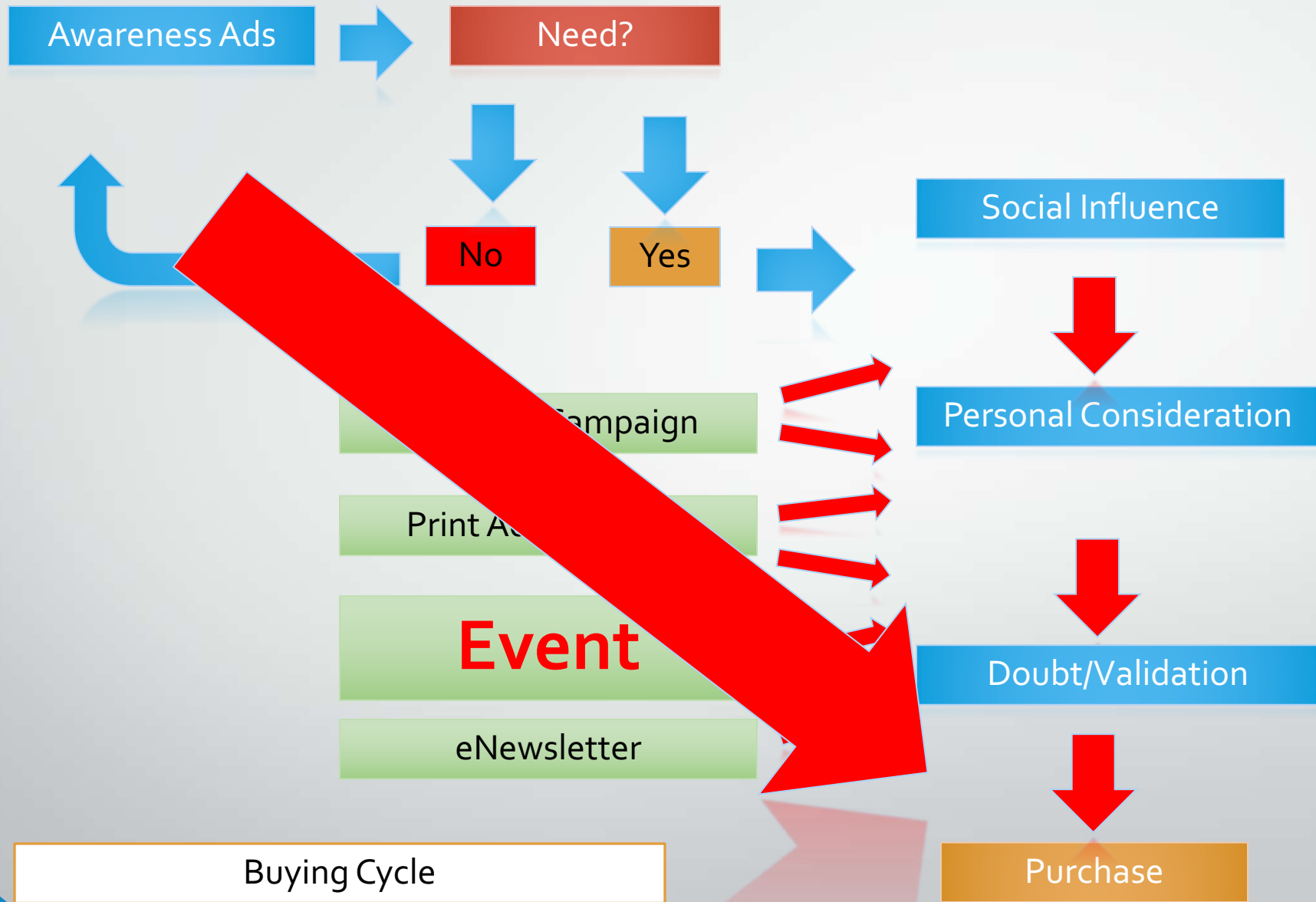


**For more than 10 years
we have invested millions
of dollars to create an
audience that is willing to
accept your ad as a part
of the total story.**



Idea #5: Understand and **explain** the consumer buying cycle.





Buying Cycle

Idea #6: Get **Visual**!



2016 Summer Set Sponsorship Video



0:00 / 1:04



STREET FOOD FESTIVAL 2016 | SMCV | PROMO



Play (k)



0:00 / 1:27

Scroll for details



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Idea #7: Success **Stories** Sell





What is one new customer
worth to you?

Idea #8: Revamp **Proposals**





This is just a sample!

CoachX

2018 Event Proposal

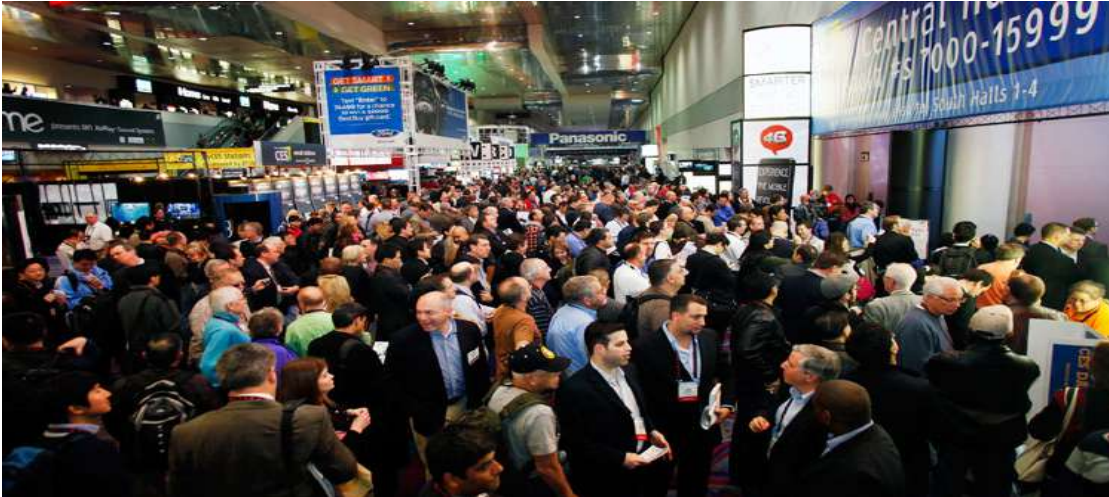
Prepared for:



Contact: Darius Frank, 890-987-2928 –
Darius@MagMedia.com

***** NOTE: Teaching Sample. Data is for sample purposes only. ******

Why this event?



Fact #1: 7,000 industry influencers.

Fact #2: 64% decision makers.

Fact #3: 600+ vendors

Extensive social media coverage to over 250,000!

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What others are saying...



"I consider CoachX to be a vital piece of our marketing plan each year." –Sam Price, Geico



**"Each year our leads get better and better. We feel that CoachX offers best in class marketing solutions."
– Donna Ryan, Salesforce**



"Flat out the best trade show for this industry each and every year. - Dale Smith, IBM

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Past Sponsors...



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2019 Sponsorship Options

February 1-4, 2019 – MGM Grand, Las Vegas

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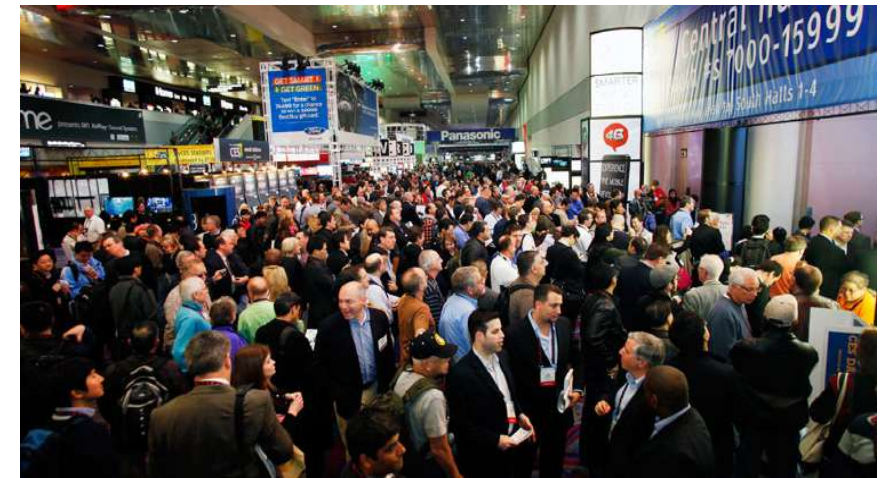
Option #1: Title Sponsor - \$7,500

- Sponsor will be mentioned every other hour via the announcer over the PA.
- Sponsor receives 1 banner in the main arena & 1 banner in the registration area.
- 20x20 booth in the main arena concession/office area. Electric provided.
- Logo on the CoachX website, 15 social mentions with pics.
- 30 second video during the event webcast to 200,000 at home viewers.
- Video news crew to your booth for 3 minute interview for webcast and post show.
- Floor or escalator logo placement in prime traffic areas.



Option #2: Event Sponsor - \$4,500

- Sponsor will be mentioned every 2 hours via the announcer over the PA.
- Sponsor is entitled to 1 banner in the main arena.
- 10x20 booth in the main arena concession/office area. Electric provided.
- Logo on the CoachX website, 10 social mentions with pics.
- 30 second video during the event webcast to 200,000 at home viewers.
- Video news crew to your booth for 3 minute interview for webcast and post show



Option #3: Event Party Sponsor - \$2,500

- Sponsor is entitled to 1 banner in the registration area.
- Logo on the CoachX website, 5 social mentions with pics.
- Party sponsorship for 300 participants. 5 minute promo speech at party.

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2018 Sponsorship Options

February 1-4, 2018 - Grand Coushatta Casino, Kinder, LA

Option #1: Title Class Sponsor - \$1,500

- Sponsor will be mentioned every other hour via the announcer over the PA system.
- One barrel racing class named for your company.
- Sponsor is entitled to one banner in the main arena and one banner in the warm up area not to exceed 8 feet wide by 4 feet tall. Banners must be provided by the sponsor.
- 10x15 booth in the main arena concession/office area. Electric provided.
- Logo on the KinderBarrelRace.com website.
- Sponsor may provide a 30 second video in MOV or MP4 format to be played during the webcast.

Option #2: Arena Event Sponsor - \$900

- Sponsor will be mentioned every other hour via the announcer over the PA system.
- Sponsor is entitled to one banner in the main arena not to exceed 8 feet wide by 4 feet tall. Banners must be provided by the sponsor.
- Booth in the vendor trailer area outside main arena or 10x15 booth near the warm-up arena. Electric provided. The vendor area near the warm up arena is dusty. A vendor trailer is a MUCH better option.

Option #3: Event Equipment Sponsor - \$700

- Sponsor is entitled to one banner in the main arena not to exceed 8 feet wide by 4 feet tall. Banners must be provided by the sponsor.
- Booth in the vendor trailer area outside main arena or 10x15 booth near the warm-up arena. Electric provided. The vendor area near the warm up arena is dusty. A vendor trailer is a MUCH better option.

Option #4: Award Sponsor - \$300

- Sponsor awards a trophy to the winner of a premier class at the event.
- Logo on KinderBarrelRace.com
- Sponsor announced via the PA system during award ceremony & sponsor is invited to be in the award picture.

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Idea #8: Proof of Performance






2019 Proof of Performance Report



Social Media Exposure Report




During event
social reach:
275,352
Post event social
reach: 67,300
Total: 342,652





Kinder Cup Barrel Racing Championship
Sponsored · 🌐

We love FREE stuff! Would anyone like to win a MONTH of FREE FEED? Up for grabs with this contest, is a FREE month of feed brought to by [Nutrena Horse Feed](#).

Contest Rules:
1-You must "LIKE" the [Kinder Cup Barrel Racing Championship Page](#)
2-You must "SHARE" this post... [See More](#)







Win a MONTH of feed from The Kinder Cup and Nutrena!




KinderBarrelRace.com - Jan 31-Feb 3, 2019

Kinder Cup Barrel Racing Championship
Agricultural Cooperative

 299

1.1K Comments 729 Shares



Kinder Cup Barrel Racing Championship
Sponsored · 🌐

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




Win a MONTH of feed from The Kinder Cup and Nutrena!





KinderBarrelRace.com - Jan 31-Feb 3, 2019

Kinder Cup Barrel Racing Championship

 378

1.2K Comments 871 Shares

 Like

 Comment

 Share



10/18/2018
10:50 AM



We love FREE stuff! Would anyone like to win a



38.4K



1.5K
2.4K



11/14/2018
10:21 AM



It's Wednesday... And we want to give something



28.9K



1.1K
2.1K



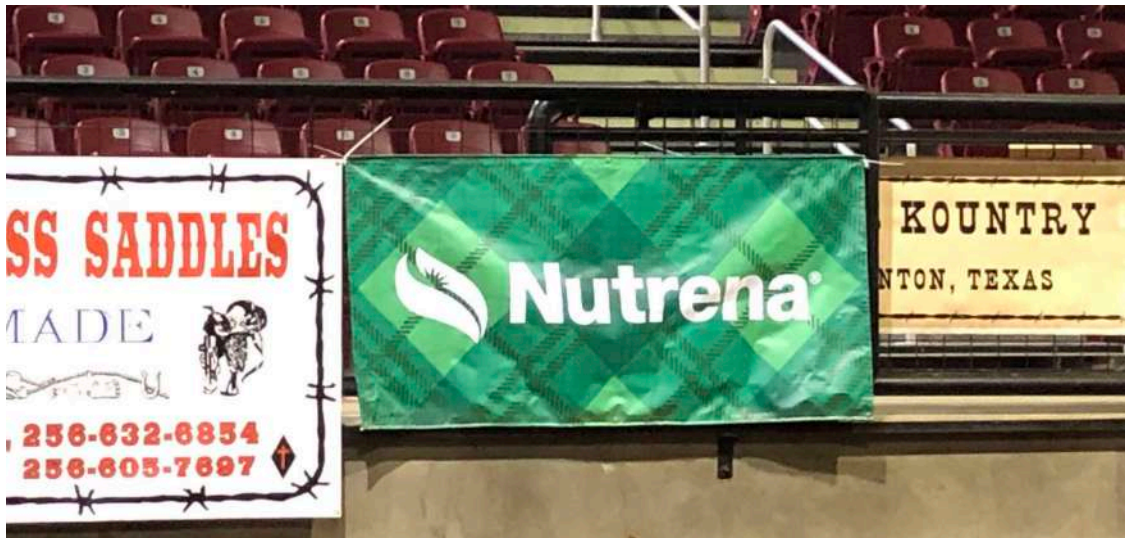
At Event Exposure Report



During event audience
reach: 7,027
Webcast reach: 15,385
Total: 23,412



2,200 spectators per performance



Sign in main arena across from spectators and shown on webcast



Nutrena logo on competitor stalls.

On-Site Interaction with Nutrena Customers



Booth in high traffic location



We look forward to working together in February 2020!



Contact: Ryan Dohrn - 803-634-3886 - Ryan@RyanDohrn.com



Ideas
to **Action**

Strategies to Boost Event Sales & Sponsorships

Ryan Dohrn

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