

brand PARTNERSHIPS

BUILDING STRATEGIC BRAND
PARTNERSHIPS THROUGH EVENTS

Observer-Reporter | HERALD-Standard | reimagine»
main street

the almanac | The Dominion Post

Presented by: Carole DeAngelo

ABOUT THE *speaker*



Hi 



ADVERTISING & EVENT DIRECTOR

Oversees advertising efforts for both daily and weekly newspapers, dozens of monthly/specialty publications, a digital agency & more than a dozen annual events.

COMMUNITY CHAMPION

Board member, nonprofit volunteer, community volunteer and overall advocate for treating people with kindness.

WIFE, MOM, FRIEND & ARTIST

Wife to Becca. Bonus mom to Christian.
Friend to many. Local artist.

The background image shows a festival scene with people, food trucks, and trees under a cloudy sky. A white text box is centered over the image.

THE BEST EVENT
partnerships ARE NOT
ABOUT SELLING LOGO
PLACEMENT. THEY ARE
ABOUT CREATING SHARED
value.

A SPONSOR SHOULD BE ABLE TO *answer*

Why does this event make sense for our brand?

Who are we reaching?

How are we showing up in a meaningful way?

What happens before and after the event?

How can this partnership support our larger marketing goals?





FROM SPONSOR TO *strategic partner*

Shift from just selling inventory

Don't just focus on logos, booths, mentions & tickets. Focus on building a partnership around business goals, audience alignment and experience.

strategic PARTNERSHIP EXAMPLES



YOUR RIDE HOME
Starts Here

NEED A RIDE HOME? <<<<<

SIT WITH US AND HAVE
A WATER WHILE YOU WAIT!

UBER: 1-833-873-8237
LYFT: 1-800-836-LYFT

SPONSORED BY

Washington Auto Mall
It's all at the mall.

Driven
BY HOPE

HELP US
honor
ALL WHO HAVE
served

SHARE THE STORY OF A LOVED ONE WHO
SERVED IN THE MILITARY AND HELP US
RECOGNIZE THEIR COURAGE, SACRIFICE AND
DEDICATION. WE INVITE YOU TO SHARE THEIR
NAME, BRANCH OF SERVICE AND A SPECIAL
MEMORY AS WE HONOR THEIR LEGACY AND
HELP KEEP THEIR STORY ALIVE.

★★★★★

sponsored by

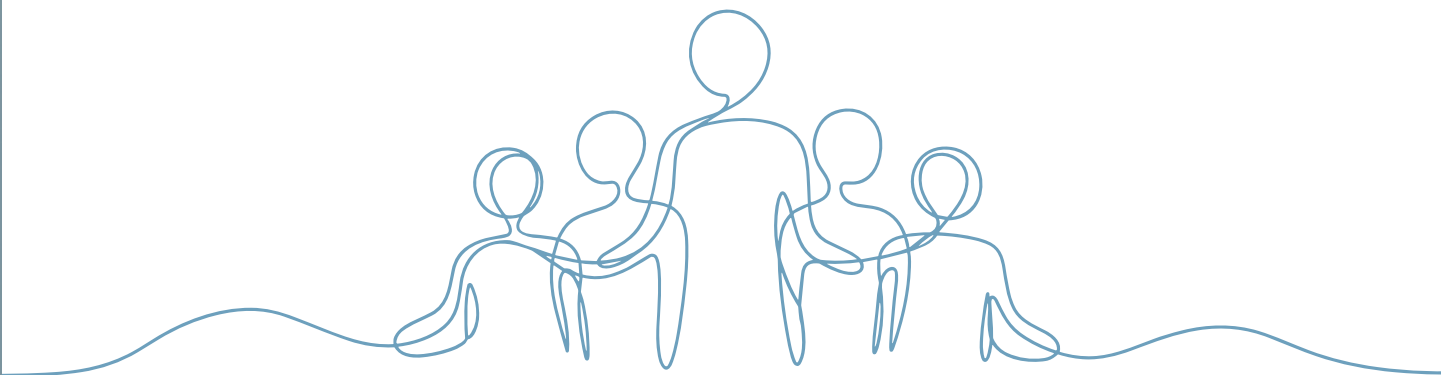
Compassionate Care
Real People. Real Nurses. Real Care. *Unlimited*

strategic PARTNERSHIP EXAMPLES





START WITH SHARED *audiences*



Look at who attends the event, who the advertiser wants to reach, and where those audiences overlap. The strongest partnerships happen when the event and sponsor naturally make sense together.



BUILD AROUND THE SPONSOR'S *goals*

Not every partner wants the same thing.

- *One may want brand awareness, another lead generation, another community goodwill, another customer engagement.*

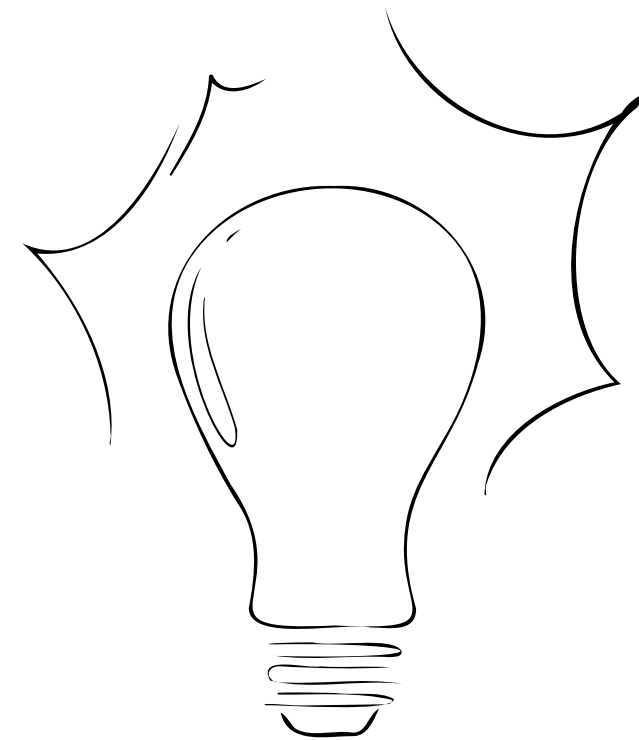
The package should reflect the goal instead of forcing every advertiser into the same sponsorship tier.



CREATE *experiences,* NOT JUST *exposure*

A logo is seen. An experience is remembered.

Sampling
Custom Contests
Branded Lounges
Interactive Booths
VIP Experiences
Giveaways
Photo Opportunities
Educational Pieces



THINK *beyond* EVENT DAY

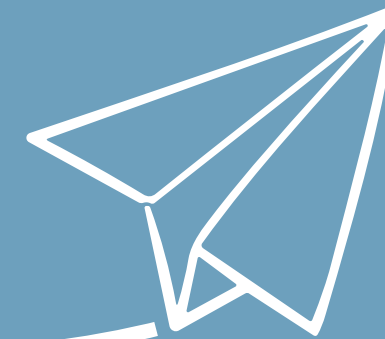
The goal is to give sponsors something more meaningful than “your logo was on the banner.”

- Attendance, Reach, Engagement & Leads
- Contest Entries
- Social Media Interaction
- Redemptions
- Brand Visibility
- Qualitative Feedback





Turn One Event Into a Long-Term *relationship*



The post-event conversation matters.

The real win is when the event becomes the beginning of a larger advertising relationship.

- Review results
- Ask what worked
- Discuss improvement
- Identify the next opportunity.

OTHER THINGS TO *consider...*

A Logo Is Not a Strategy

Shared Audience = Shared Opportunity

Do not pay for a venue... trade for it

Stop Selling Sponsorships. Start Building Partnerships.

What Does the Sponsor Actually Want?

Create Something People Remember

Make the Brand Part of the Experience

The Event Is One Day. The Partnership Shouldn't Be

Measure More Than Attendance

Shift from One-Time Sponsor to Year-Round Partner

Build With Them, Not Just For Them





THANK *you!*

Connect with me!

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THANK