

# Attract More Paying Sponsors at Your Next Event by Using Large LED Screens

With increasing competition for sponsorship, event planners for sporting events, special events, fairs and festivals often struggle to break-even, let alone show a profit. For the majority of these events, it is becoming more and more challenging to lure in new sponsors, and equally challenging to retain the ones that have supported them in the past.

Now there's a new way for event planners, coordinators and directors to capture in-kind and cash contributions by using large LED screens and a new marketing technique called "narrowcasting."

Narrowcasting is the ability to reach a focused group of consumers in a controlled environment. This is very different than "broadcasting". Here is why. At home, when a commercial appears on the TV screen, that is your cue to get up and get something to drink or eat.

The exact opposite is true at an event. When a pause in the action occurs at a live event, it is "prime-time" for the sponsor. This is your opportunity to make them shine and give them huge recognition for stepping up and making this event one that people will attend for years to come.

How can you prove to prospective sponsors that a large LED screen will be more profitable for them than a traditional "banner on the fence?" Here are three suggestions to use in your discussions with potential sponsors:

## 1) LED Screens Give Sponsors More Exposure

The most effective tool in capturing the sponsorship dollars you are hunting for, is your ability to give the sponsor more value for their donated dollar than any other event can offer. In other words, spend more focus on how their product and services will be displayed to the thousands and thousands of people attending your event. The better you promote them, the more likely they will be repeat sponsors. Keep in mind; there are more than 8000 events every year competing for these funds. Sponsors alike know how many events they have to choose from, they too are looking for events that meet their demographics and display the ability to represent their product in the most effective way.



*"Mobile View's participation in this event played a vital role in its success. Your involvement made it possible to increase the attendance of the AMA Superbike Weekend and gave Motocross, BMX, and Skate fans the opportunity to see the world's best in action"*

**Bouker Pool**

## 2) LED Screens Keep Audience Members' Attention

Traditional advertising for your sponsor has been to display their banner on the fence or somewhere else and hope people see it. One way to reach out and grab your audience is through the medium that all of us have grown up with, the television.

As a society, we are programmed to watch what is in front of us. This dynamic is how the event organizer, coordinator or director can maximize their revenue streams or even create new ones. By having a giant outdoor television to play and replay your event, you have created a very focused group of consumers.

Every time something spectacular happens these fans (consumers) are locked into the giant LED screen to see the action over and over again. When the action stops, they are still looking to be entertained by what is on the video screen. This is the ideal opportunity for you to give back to your sponsor. Running their newest commercial spot or infomercial on their product can be a very powerful message. This is a good example of how "Narrow-casting" works.

## 3) LED Screens Make the Experience More Memorable

Last but not least, let's not forget the fans that attend these events. Without them your sponsors would not have anyone to market to. So let's continue to make sure that everyone attending your next event, gets front row seating wherever they are.

Utilizing LED screens can increase your bottom line, delivering state-of-the-art graphics and video for your sponsors and your fans. This is a win-win formula.

*"Your screens added an element to our tournament that no other CPT event has. We received so many compliments on them, contributing to making this the highest profile event on the tour. The success of the Sun Microsystems John Elway Celebrity Classic is due to the tremendous support of individuals such as yourself"*

**John Elway**



In summary, effective promotion is a result of enhanced exposure. Most of your corporate sponsors already have advertising campaigns that air on radio and television. Your goal is to bring these existing campaigns to your event. One of the most effective tools on the market to help you with this is the use of large video screens.

John Sweeney is an owner of Mobile View. Mobile View rents portable LED equipment to sporting events, corporate gatherings, fairs and advertisers, etc. throughout North America. For more details, visit [www.MobileViewScreens.com](http://www.MobileViewScreens.com). Or contact John directly at [jsweeney@mobileviewscreens.com](mailto:jsweeney@mobileviewscreens.com) or by phone toll-free at 1-888-409-0121.