

Welcome Note

Welcome to the September Edition of the Sponsorship Insights Group Newsletter. It's great to be back again. While we had a short break, we are back at it with some new additions we are all excited about. In this issue, we have an interview with Laurie Bianchi, the well respected sponsorship veteran with Live Nation offering both vets and newbies an inside look into sponsorship in the entertainment and music world.

In other news...

We are pleased to announce that we are moving along in our "transition phase" and are looking forward to sharing, interacting and connecting with all of you in the coming months including our new Website for Sponsorship Insights Group. The site is being created by our affiliate partner, SMG Worldwide. SMG Worldwide is a tremendous resource and ideal for Website creation for those in the sponsorship industry.

Many thanks go out to Spotlight Creative for laying out this newsletter and the SponsorshipPRO+ team for delivering it to many members of the SIG LinkedIn Group.

Enjoy!

Nneka Madus - Social Media Intern Director
Sponsorship Insights Group

LinkedIn Membership Statistics

As of August 24, 2010, our LinkedIn group had **5,453 members**. We strongly encourage our partners and subscribers to share this information with other professionals in the sponsorship/marketing community.

Jobs

To post your jobs on our LinkedIn Job Board or find jobs, [CLICK HERE](#).

For job and internships opportunities with SIG, [CLICK HERE](#).

Check out more job opportunities at SponsorPitch, [CLICK HERE](#).

To view jobs at IEG, [CLICK HERE](#).

Education & Networking

Upcoming Conferences

September 1 - 2, 2010: SPONSORS Sports Venue Summit - Munich, Germany
September 14, 2010: Sport Gambling and Sponsorship - London, England
September 28 - October 1st, 2010: Global Sports Industry Summit - Paris
October 18 - 22, 2010: TEAMS Conference & Expo - Charlotte, North Carolina
November 11 - 12, 2010: Sponsorship Marketing Council of Canada - Toronto, Canada
November 12 - 15, 2010: National Arts Marketing Project Conference - San Jose, California

Other sponsorship conferences can be found at: www.powersponsorship.com/industry-conferences.html

Featured Interview

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By Nneka Madus - Social Media Intern Director

Laurie Bianchi is a 15+ year veteran of the sponsorship industry and has graciously given us a peek at her life as the new Director of Sales and Sponsorship at Live Nation. Her passion for music and entertainment has been an integral part of her success from working at the AFI Los Angeles International Film Festival, to the San Francisco Symphony, to where she is now at Live Nation.

SIG: Sponsorship Insights Group members include many people transitioning careers or are fresh graduates looking to get their start in sponsorship. As a veteran, how did you get your start in the sponsorship industry?

LB: Sponsorship in its earliest days really came to be as a natural outgrowth of public relations, community outreach and goodwill. It was that "something extra" that we did to extend our reach into relationships in the communities that we served. I became a sponsorship professional simply because I was fortunate enough to work for an organization that truly cared about its employees, clients and community. Also, the organization happened to be incredibly committed to the marketing plan and the potential that a strategic marketing plan provided with regards to market growth and organizational longevity.

SIG: As the director of sales and sponsorships at Live Nation- what does a typical day look like for you?

LB: A typical day for me now involves many phone calls and conversations, reading a substantial amount of research to stay on top of many industries, educating companies and people that are new to the concept or potential of sponsorship, and interacting with clients and sponsors that I have worked with for years to make sure I understand what their needs are.

SIG: Live Nation, works with many different types of events (concerts, sporting events, parties). Can you give an overview of the types of sponsors you work with?

LB: I am fairly new to Live Nation so I am in the process of developing alignments. But the company works with many types of sponsor companies and brands - everything you can imagine including automotive, telecommunications, healthcare, consumer packaged goods, fashion, retail, entertainment, and so on...

SIG: With Live Nation promoting and producing some of the most electrifying and imaginative events around,— what is the best Live Nation event you've been to?

LB: I am new and - believe it or not - have not had much time to enjoy the finer benefits of working in live entertainment these past few months! My tastes are eclectic to say the least and Live Nation always delivers regardless of what I'm in the mood for at the time. I am looking forward to enjoying some great shows coming up, including Elton John, Dave Matthews, Vicente Fernandez and Tony Bennett.

SIG: How does one find success in the sponsorship industry during these difficult financial times?

LB: It's been challenging but also exciting. You have to do more and really deliver on what you promise to earn the money. And you better be able to demonstrate results to keep the money. The product I am selling now is perhaps one of the most valuable products in the world today - connection. Your connection with the past, your best friends, your upbringing, your lover, partner or spouse. Everyone wants to be connected, and music connects. In any economy, music is important. I happen to believe that - given the nature of our world and economy currently - it is more important than ever.

SIG: So, what's the best part about working with Live Nation in sponsorship?

LB: Having a product to sell that elicits immediate recognition and loyalty. No one ever says, "I don't like music." Sponsorship is a great career because it's all about people - knowing them, building a relationship with them, and taking care of them. I'm a people person, so I enjoy making people happy.

Laurie, a native of Stockton, CA, describes her position at Live Nation as someone who creates solutions and drives results for companies and people in the form of sponsorships. You can learn more about LiveNation by visiting these sites:

[Lauri Bianchi LinkedIn](#) | [LIVE NATION](#) | [LIVENATION FACEBOOK](#) | [LIVENATION TWITTER](#) | [LIVENATION MYSACE](#)

We want to hear your story! Please [click here](#) and introduce yourself to our community!

Tools/Resources/Services

 **Sponsorship Insights Group (SIG)** - The Agency! (SIG) is a principal-centered sponsorship agency that connects People, Opportunities and Ideas. We serve the entire sponsorship industry through our comprehensive services and deep relationships. We help both buyers and sellers of sponsorship programs increase efficiency and profitability. We have embraced social, viral media and founded and host the most dynamic and largest online sponsorship and marketing professionals group. | www.sponsorshipinsights.com



online sponsor recaps



High5 Online Sponsor Recaps - Look forward to a state-of-the-art, simple-to-use online tool that allows your organization to easily create unique, password-protected sponsor recap websites!

High5 will help you manage mounds of statistical data, imagery and A/V files; create and present interactive websites; collaborate in real time with your sponsors; and print the web pages for take-away reports.

If you're with a professional sports team, special event, festival, or non-profit, High5 offers an innovative way to clearly communicate your sponsors' ROI.

Visit Spotlight Creative's website at www.spotlightcreative.com/reports to find out how easy and cost effective it is to kick your sponsor recaps up a notch! | www.spotlightcreative.com



Starfish Creative Events is Southern California's premiere full service events and promotions firm, ready to make your brand come to life. Through thoughtfully designed events, unique marketing ideas and effective publicity & product

promotion, SCE dynamically builds corporate brands. SCE will work with you to design and direct your perfect event. | www.starfish-events.com



Pinpoint is dedicated to creating tools and services to guide companies and rights holders to build win-win relationships and more valuable sponsorships. We invite you to learn more about these tools and services developed to streamline

the sponsorship process and generate greater impact from your relationships. Click here to request a demonstration with SIG in the subject line - SIG members receive 2 free months of Pinpoint SES with a standard agreement! | www.pinpointponsor.com



SponsorPark SponsorPark is committed to supporting people's passions by connecting sponsors to sponsorship opportunities. We are offering an exclusive discount to all SIG members for 10% off the membership package of your choice. Sign up and choose a package using promotion code SIG to receive the special discounted offer! This discount does require Sponsorship Insights Group

membership which you can establish at LinkedIn. Sign up today! | www.sponsorpark.com



SponsorshipPRO+ is an easy-to-adopt and affordable software application that helps users create more complete, dynamic and valuable sponsorship presentations for events, venues, and agencies. [Click here for more information and mention](#)

[you are a SIG member to receive a discount!](#) | www.sponsorshippro.com



SponsorPitch combines a video pitch platform, messaging features and demographic targeting technology to help sponsorship properties connect with potential sponsors in a more expressive, efficient and effective new way. Brand

marketers, agency executives and sponsorship sellers are encouraged to visit www.sponsorpitch.com to get started today.

New Alliance Partners - ask us how you can be one too!

Ascension Sports Partners, LLC believes that whether you are a company looking for the missing piece to your Corporate Sales team or an individual contributor looking to take the next step in your career, you deserve a dedicated and service-oriented partner to help navigate you through the process. | www.ascension-sports.com

SMG Worldwide (Formerly Calhoun Marketing Group)

SMG Worldwide is a full-service sports marketing firm with a precise focus: marketing your brand with

innovation and dedication. By combining facets of conventional marketing with public relations and entertainment industry-style management, we are the ultimate powerhouse when it comes to propelling your brand and reaching the right audience. SMG has great relationships with numerous companies, obtaining sponsorships and endorsements for sports properties and athletes. | www.sportsmarketinggroup.net

The List Online The List is a subscription-based, sales intelligence solution. It provides direct access to over 105,000 marketing, advertising and media decision makers. The List is used by dozens of sports and business organizations to secure corporate sponsorships. Unlike any other solution it its set, The List employs an in-house team that conducts continuous quality assurance process, covering ever item in its database ever 120 days, insuring best-in-class accuracy. Accuracy equals higher quality contacts which saves times and enhances prospecting ROI. The List can pay for itself, easily.

For a free trial and a 5% discount, follow this link and use CODE "SIG"

| <http://www2.thelistinc.com/l/353/2010-04-08/FIO17>

Discussion Topics of the Month

Ambush Marketing

Who's responsible for protecting sponsors from Ambush Marketing - Brands, Properties, or both? And as a profession, should we advocate its use even if it benefits our client?

Venture Capitalism vs. Sponsorship

I have come across a surprising number of conversations with individuals who have confused venture capitalism with sponsorship. That being the case, I thought it would be a good idea to clarify the difference.

Fee Structures Corporate Sponsors at Events

Is there a standard structure fee for obtaining corporate sponsors at various athletic events? Is there a different fee structure for nonprofit organizations?

Blogs

- Sponsorship Insights Group | [Click here to visit blog.](#)
- Partnership Activation | [Click here to visit blog.](#)
- Seth Godin | [Click here to visit blog.](#)
- Marketing Sherpa | [Click here to visit blog.](#)
- Power Sponsorship | [Click here to visit blog.](#)
- Sports Marketing and PR Roundup | [Click here to visit blog.](#)
- SponsorPitch | [Click here to visit blog.](#)
- SponsorPark | [Click here to visit blog.](#)
- Take a Peck | [Click here to visit blog.](#)
- Spotlight Creative | [Click here to visit blog.](#)

From the Managing Director

There are many great websites and resources where sponsorship professionals can go to exchange ideas, gain information about the latest happenings and learn more about what's available. We'd like to think that the Sponsorship Insights Group provides a platform that allows the exchange of ideas to be beneficial to any member who's interested in participating. We also know that keeping your interest with unique topics isn't always enough.

As a thank you for your involvement in SIG, we're developing special offers from group members and with companies whose products and services can be of value to our industry. Some of these services are instrumental in taking our profession to the next level of accountability - something we're all haring about these days.

In IEG Sponsorship News last month, an IEG/ANA survey revealed that less than 35% of marketers lack a standard measurement process that identifies the results of their sponsorship activities. Properties are remiss in devoting resources to collecting data that sponsors can find useful - from audience surveys to as recaps on deliverables and providing a level of accountability.

If you represent a property, I really encourage you to consider services that help you report back to your sponsor on the results the property offered. Obviously, properties don't have access to all the necessary information to benchmark sponsor results. However, providing some report mechanism is better than nothing at all.

A couple of the SIG affiliate partners offer great services in fulfillment reporting.

Spotlight Creative's services fuse your statistical data, imagery and video to create engaging sponsor-customized print and interactive reports, recaps and presentations that clearly connect your partners to the return on their objectives - and on their investments. Sponsor recaps and fulfillment reports are vital for securing sponsorship renewals. In fact, sponsors view recaps as the single, most important element properties provide. You can review their services at www.spotlightcreative.com/reports.

Big and small properties benefit tremendously by integrating SponsorshipPRO+ into their sponsor fulfillment processes. SponsorshipPRO+ uses a multi-media platform that allows properties to report on their sponsor fulfillment - something that every property should practice.

It's worth a half hour of your time to research these products if you're serious about increasing best practices within the profession.

As always, thanks for your support, feedback and for being an active part of our community. Please share with your associates and encourage them to join us.

Professionally yours,

David Rachell - Managing Director, SIG | <http://www.linkedin.com/in/davidrachell>

To learn more about Sponsorship Insights Group and services, please visit our website at www.sponsorshipinsights.com.

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