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## **How To Get Big Sponsorship Money for Your Band, Tour, Event or Production**

**By Thom King**

### **How To Get Big Sponsorship Money for Your Band, Tour, Event or Production by Thom King**

Touring is a bands greatest opportunity for success. But, touring can be very expensive. Getting your tour, band or event sponsored is critical to your success. Sponsorship can off-set production, travel, promotion and virtually any of your expense. The right sponsor can also significantly augment your advertising, publicity and promotions. But, getting sponsorship participation can take a lot of effort and commitment on your part. You will need to prove to potential sponsors that your opportunity will deliver a good return on investment for them.

The following is a step by step procedure we have used at Multimediary Entertainment Marketing to secure hundreds of thousands of sponsorship dollars for numerous tours, events, artists, television programming and feature films. We have done this for several major record labels and both signed and unsigned artists. Now we want to share our knowledge experience so you can do this on your own.

#### **Create an Introduction Letter**

The first step in securing sponsorship dollars is to craft a professional introduction letter highlighting the features and benefits of the opportunity you are offering. Some of these features and benefits might include inclusion in advertising, product sampling, banner display and more. After you have given a brief overview of the opportunity close the letter by asking their permission to send them a more detailed presentation. The introduction letter is the most critical part of the sponsorship success equation. If well crafted, it will get your foot in the door.

#### **Demographic Analysis**

Understanding your audience is critical. Potential sponsors will want to know who you are reaching. The best way of gathering this information is right at you finger tips. Call radio stations you think should be playing your music. Ask for an account executive and ask this person to fax you their Tapscan, Scarborough or Prism demographic and qualitative information. In all likelihood you will now be armed with a detailed overview of what your audience looks like and can match this up with potential sponsors. You will also have a great hit list of companies to start hitting.

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### Creating Your Sponsorship Presentation

No that you have your introduction letter and demographic profiles you are ready to begin creating your presentation. The presentation will seal the deal with sponsors only if it contains all the information they will need to make an educated decision on your opportunity. The presentation must contain the following elements:

- 1.A Two to three paragraph overview of your opportunity
- 2.A detailed overview of tour routing, markets and venues
- 3.An overview of what type of public relations and media support you expect to have and how the sponsor will be included
- 4.Your audience and demographic profile
- 5.Tour partnership deliverables or what the sponsor will receive for their investment
  
- 6.The total investment you are looking for from your sponsor and the return a sponsor can expect

Now that you have all of the pieces of the puzzle you are ready to go out and shake the trees for sponsorship dollars. With effort and consistency you will land a sponsor. Always deliver on what you promise to retain your sponsors year after year. Under deliver and they will promptly kick you to the curb. Our philosophy is to always under promise and over deliver. With this philosophy you will be assured ongoing solid sponsorship participation for years to come.

Multimedary Entertainment Marketing can get your tour, band or event on the right track by providing you with the following:

- An Introduction letter that garners results
- An accurate Demographic Analysis extrapolated of 5 major markets
- Sponsorship Value Analysis to determine the worth of your opportunity
- Sponsorship presentation in Word and PowerPoint
- Press Release creation announcing sponsorship opportunity
- Press Release distributed to all major markets announcing your opportunity
- We will also include your opportunity in the Multimedary Entertainment Marketing Newsletter which goes out to over 1500 Corporate Brand Managers monthly
- Professional Sponsorship Contract/Agreement you can use to seal the deal
- One-hour Professional Consultation to ensure you're going in the right direction

For details and pricing please visit our website at: <http://www.multimedary.com/sponsorship.html>

### About Multimedary Entertainment Marketing and Thom King

Multimedary was founded by Thom King in late 2001. Multimedary has worked with Virgin Records, Capital Records, and Universal, Warner Brothers, Lions Gate Films and several other major and independent record labels and entertainment production companies. Multimedary has also worked with several consumer brands including: Lifestyles Condoms, Miller Beer, Red Bull, Monster Energy Drink, Dr. Martins, Snapple, Honda Motor Company, British Petroleum, Adidas and more.

King started his career in the broadcast industry where he most recently worked as Regional Vice

President of Sales for a division of Clear Channel Worldwide. King was instrumental in helping Clear Channel capitalized on unique opportunities by converging radio, outdoor, venue, and interactive assets into fully integrated campaigns. King parlayed his over 20 years of cutting edge marketing experience to form Multimediary.

### **A Better World through Child Sponsorship**

**By Joseph Hogue**

Child sponsorship enables a common person in an evolved country to aid a child from a poorly developed part of the world until he can become independent. This aid consists in money, clothes, moral support and anything that can make a difference. This practice is usually conducted through a child sponsorship organization which deals with money transfers and contacts between sponsors and children. Though they are sometimes blamed for creating cultural gaps between children of the 3rd world, the child sponsorship organizations are the ones that strive to give a helping hand when everyone else has turned their backs to the fate of the unfortunate. Child sponsorship focuses on needy children who lack even minimal food, water and shelter and who live a tough life without anyone caring for them or providing them with an education.

Some of the most affected countries are Paraguay, Peru, Guatemala, Honduras, Colombia and Brazil and each presents a different challenge for child sponsorship organizations. 1. Brazil is one special case as this is a country of extremes. Rich neighborhoods coexist near slums and shack towns. Children are often used for labor here and education is almost non-existent. 2. Colombia is a country torn by wars where child sponsorship is hard to find. Children there are often trained to become soldiers or bombers and the only education they get is meant to teach them how to use a weapon. 3. Honduras is divided into very rich and extremely poor. Child sponsorship organizations have a hard time getting over the corruption and poverty. Housing is minimal and education is the same. Only 24 % of the population is able to read, therefore this country needs immediate child sponsorship. 4. Guatemala is the place where almost all the children are unhappy. The rate of infant death is high and education is poor. Child sponsorship could really do some good here by help at least some of the 60% of children that live in rural areas. They are the ones that are put to work in the fields early in their life. 5. Peru is a country where most of the children are not well educated. A child sponsorship program would really help in a country where most of the population is very poor and in need of desperate help. 6. However beautiful Paraguay is, 60% of its population suffers of poverty. The children are the ones with the biggest problems. Reports show that 1 third of them never finish school because they can't speak the national language.

NGOs, as child sponsorship organizations are also called, have no profit out of the activity they lead. This is why frauds appear all of the time. There are some false child sponsorship organizations that actually take the money for their personal interests instead of delivering it to the children. However true this may be, there are still some people that want to do good to poor souls in need. They deserve to be given the chance to save someone if they can and if they are willing to. One should not generalize and say all child sponsorships are fakes because of some exceptions. Contacting a child sponsorship organization is quite simple. One can use communication by mail, fax or through the Internet. Some companies allow persons to send payment VIA e-mail or by using online payment. There are two ways

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to sponsor a child. Periodical payment is one of them and it is the most benefit for a child.

It is not gratitude that makes the best payment a person can receive from a child, but knowing he has made a positive change in the world and his actions will reflect in many more in turn.

Those interested in giving the needy a chance to have an education through

please

click this link to find out more. Books and Dreams seeks to improve the quality of life for the millions of impoverished and neglected children of Latin America. We conduct literacy and basic education

programs and support libraries with books and educational materials across Latin America.



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