

The Art of Persuasion: Making Your Case for Sponsorship, Stories or Yourself



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It's Loud And Crowded Out There

Everybody's talking at me;
I don't hear a word they're saying...

- Harry Nilsson,
On behalf of every sports sponsorship
decision-maker and sports editor out there

What's Going On Out There?

Our world is changing...and fast

A child born in 2011 likely will not know the joys of:

Movie rental stores

Paper maps

Fax machines

Watches

Encyclopedias

Newspaper classifieds

Yellow and White Pages

CDs

Long distance phone service

Film cameras

Hand-written letters

Evening news

What's Going On Out There?

And, it's getting crowded

The life expectancy for that same child born in 2011 is 78.8 years – more than four years longer than their parents born in 1980, and more than a decade longer than their grandparents born in 1950

Global population	1990 = 5.3 billion
	2025 = 8.0 billion (estimate)

Source: MoneyTalks News

Their World Will Look Very Different, Too

92% of the total growth in the U.S. population from 2000 to 2014 will come from multicultural communities

	Population (millions)	2014 (%)	2060 (%)
Hispanic	56	17.6%	29.3%
Non-Hispanic White	197	62.1%	42.6%
African-American	40	12.7%	14.7%
Asian-American	16	5.0%	8.2%
Other	14	2.6%	5.2%

By 2060, the balance of global economic power will have shifted entirely. China and India combined will be economically larger than the rest of the entire developed world.

The Media And Sponsorship Landscape is Changing Just As Rapidly

Traditional Media

- From 2009-2012, social media usage grew by 238%
- In 2009, 16% of adults engaged with social media; by 2012, that percentage was 54%
- 42% of adults in the U.S. see the internet as their main source of entertainment
- Newspapers are struggling mightily. Print advertising revenue is almost half what it was in 2006
 - Down 45%, and falling
 - More than 120 newspapers have shut down in the U.S. since 2008

(Source: Scarborough)

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Sports Sponsorship

- Sponsors are spending less, and expecting (demanding) much more in return for their investment
 - Growth in spending by North American companies on sports sponsorship has been relatively flat and low (avg. +4%)
 - Sponsors expect you to ‘Ring the Register’
- Sponsorship is no longer defined as logos and signage
 - Sponsors need connections that run much deeper
- Decisions are no longer made only by our friend the Chief Marketing Officer
 - Today, the CFO, the CEO and, in some cases, the Board all have a say

So, What We Do?

How do you 'cut through' this increasingly crowded landscape and find your place ... in a world that is changing faster than ever before, and will only continue to do so?

Good News – you have a very strong hand to play!



Six Tips

#1 Don't Underestimate the Value of What You Have

Local/Regional events have untapped value

Local Stories have more power than ever before

- Wausau Daily Herald (Central Wisconsin Boys Swimmer of the Year)
- Asbury Park Press (New Jersey Girls Swimmer of the Year)

#2 Be Unique

Tell your story in a new and different way. Build Categories of Connection

- We know you have talented athletes. We know they swim fast.
What I want to know is, how can I connect with them?
What do we have in common?

#3 Access

Tear down that wall...and trust (just a little)

Six Tips

#4 Content Is King

Content owners and producers are in the driver's seat

Be your own news organization – content creator, editor and distributor

Take the consumer/viewer to places they otherwise never would see

#5 Take Your Sponsors & Media To The Deep End

Understand that for sponsors, this is about much more than logos & signage;

And for media, this is about much more than a five minute, poolside interview

#6 Experiment & Adapt

Be mindful of the changes that are taking place in our world today

Remember that your athletes are growing up in a very different world than we did

Embrace change; take advantage of it!