

Hometown News Online!



"The question is not what you look at, but what you see."

Henry David Thoreau

Quick Links

[Sylvia's books](#)

[Sylvia's Children](#)

Where In the World Is
Sylvia



April 27-28

Waretown Spring Wine
Festival, Waretown, NJ

May 7, 2018

Florida Main Street,
Orlando, FL



March 28, 2018

How to sell sponsorship in today's world

If you want an analogy for sponsorship sales in 2018 just look at dining out! And, you say, What? Dining out? How is that the same?

Easy. Current sponsorship sales being sold by a large percentage of people are done with Gold, Silver and Bronze levels or, as a parallel, Prix Fixe in a restaurant ... one appetizer, one entree, one dessert. I don't like that because someone else is telling me what I can have. I want to decide for myself!

That's where ala carte comes in ... when you provide your potential sponsors with a list of benefits that enhance their marketing efforts and you let them select what they want ... they GET what they want.

This realization came about through the convergence of two totally unrelated things ... Restaurant Week in West Orange, NJ and the latest book from Kim and Mauborgne BLUE OCEAN SHIFT BEYOND COMPETING. You should read BLUE OCEAN STRATEGY first you will learn how to differentiate yourself from your competition (they are operating in a red ocean) and you

May 16, 2018

CRPA/MRPA
Sturbridge, MA

June 2, 2018

West Orange, NJ Street
Fair, West Orange, NJ

June 2-3, 2018

Cuisine on the Green\
Wine Festival, Little Egg
Harbor, NJ

June 9-10, 2018

Jersey Shore Wine
Festival, Lakewood, NJ

June 13-26, 2018

Uganda summer trip

August 22, 2018

Florida Festivals and
Events Assn., Bonita
Springs, FL

-
**Summer/Fall
Saturdays**

Aitkin Farmers' Market
9 am - 1 pm every Sat.
Aitkin, MN

September 8, 2018

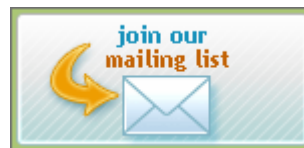
Harvest Moon Brew
Fest
Aitkin, MN

September 14, 2018

18th Annual Rotary Clay
Shoot, Hugo, MN

are now in a blue ocean. The sequel gives examples of companies that have done this and that's when I had my "aha" moment.

Let me know how you are doing ... what obstacles are you encountering, problems, opportunities, great case histories ... please share with me.



Lots of great stuff every two weeks!
