

Hometown News Online!

Words of Wisdom...



"Success is not measured by possessions or money"
Anonymous

Quick Links

[Sylvia's books](#)

[Sylvia's Children](#)

Where In the World Is Sylvia?



Memorial Day to Labor Day
Farmers' Market -
Aitkin, MN

August 18, 2017
National Assn. of



July 19, 2017

How much is too much?

When selling sponsorship (if you haven't done your sponsorship pricing matrix) you always wonder "what should I charge?" And, you usually come up with a lower number than the actual value of your festival, event or other activity. Let me give you a recent example.

An association is putting on an event that will attract 250-500 people with a wide range of marketing exposure and positive PR. Her initial reaction was to ask sponsors for \$200. My suggestion (because it is a small market) was \$975. Guess what ... she got three at \$975! (Of course, knowing my mind, I should have told her even more!).

What does that mean? The potential sponsors saw value in the sponsorship and the relationship with the producers. It also means if you start high enough you can always go down. You can NEVER go up if you start low!

Start planning for 2018 now ...
it's better to be too early than too late!



Lots of great stuff every two weeks!

Home Builders,
Denver, CO

September 9, 2017
Harvest Moon
Brewfest, Aitkin, MN

September 13-16, 2017
International
Downtown Association
Winnipeg, CANADA

November 9-21, 2017
Christmas trip to
Uganda