



Ideas on how to make the most of your sponsorship:

Partially excerpted from: Discussion with Toni Blake on Apartment Association Marketing Ideas

HAA will do the promotion of your sponsored event or meeting at our discretion via ABODE Magazine, haaonline.org, HAA ThisWeek, promotional email blasts and sometimes social media outlets for the event you are sponsoring.

If the event allows, here are some tips on what you can do to make an even larger impact and stretch your sponsorship dollar even further and get a better return on your investment

- **Company logo** – Do we have the most up to date version? Send us your logo as soon as possible so that we can make sure it's on hand for on-site signage, promo items or other promotions where necessary.
- **Show off your product or service!** We usually have about 30 minutes of registration or reception time for most events. Get creative and figure out a way to promote your product or service during this time. It forces interaction and will create a lasting memory for potential customers. Be sure to check with the event coordinator to see if the venue allows for additional space.
- **Refer to your advertisement in ABODE or Buyer's Guide** – If you advertise with us, be sure to include that in your commercial by saying "For more information, see our ad in the April Abode", or wherever it may be displayed.
- **Door Prizes** are always popular and enjoyed by attendees. Let us know in advance if you are willing to do a door prize and we'll assist with selecting the winner. Be creative with your contests: trivia questions; an interactive game; putting a special sticker on a hand out or a promotional item or under a seat to determine the winner is always more fun than just drawing a business card.
- **Bring Snacks or branded bottled water** - Bring a supply of personal snack packs or branded water for each student with your marketing message to place on tables or at seats. These can be placed first thing in the morning or during a break. Let them come back and find a surprise!
- **Stage your sponsor photo** – We take photos at a lot of our events and if your package comes with post event photos, come up with a creative way to stage your team sponsor photo at the event to be published in ABODE magazine. Get there early and scope out a spot you like that will fit what you're trying to do.

- **Interact with the Attendees** - Attend the event and **write a review** or **take a photo** with attendees. You can then post on our social media outlets highlighting the event or meeting. We can provide you with special credentials, similar to a "PRESS PASS" so you will be more likely to get participation. What a great conversation starter!
- **(Limited to certain events and A/V availability.) Provide a Power point presentation with music** to play during registration, breaks and lunch with ads and photos. Include your company logo, product benefits, testimonials, and more!
- **Give Parting Gifts** - When bringing promotional giveaways, have your team stand at the exit and personally give the attendees your "parting gifts" instead of just putting them on the table. Attach a note that says "*Thank you for attending from...*" This along with your big smile and personal thanks will make them remember you even more. A great final touch and a great final sponsorship opportunity!
- **Bring your own signage** - If you have a pop up display that you use at trade shows, etc, BRING IT! We have no problem offering you some space. Always double check with us to make sure the venue allows for it. We do not offer this at all events.
- **Give away coupons** or coupon codes to use towards your product or service. People LOVE coupons! Or, give away a "Free Demo" and use it as a drawing.
- **Branded Team** – If it is feasible, bring your whole team dressed similarly to have a greater impact on your presentation and to be present for your commercial. Note that there are some events or meetings that do not include attendance so they can come for the presentation and go about their day or pay to stay for the program. (Excludes education sessions.)
- **Put promotions in the restrooms.** Bring some scented potpourri, spray scent, liquid soap and lotion for both the men's and women's restroom. Put a message on the mirror and labels or sponsor sign around the bottles. Maybe even fresh flowers and any other "five star" touches in an unexpected place! People love the feel and smell of aromatherapy and high-end moisturizers. Add a touch of class and added sponsor exposure.
- **Self-promote your event** – Do you have a client list already established? Promote your sponsorship by sending out a personal invitation. We'll provide you with a line for them to register online to include in your message.
- **Use your organization's social media channels** to show your excitement about being a sponsor. For example, you can include a countdown to the event or post interesting trivia about the subject or stories about why attending the event is important. You can even create your own hashtag that includes your company name. This tactic allows your followers to see your commitment and follow suit.

Have another idea? Let us know! Feel free to reach out to your event coordinator in advance and we'll be happy to hear your thoughts and try to help you make it happen.