



Business Virtual Learning

High School ~ Youth Entrepreneurs

April 28, 2020



Lesson: April 28, 2020

OBJECTIVES- SPONSORSHIPS

Upon completion of this lesson, students will develop the skills through which they may:

- Understand the concepts of sponsorships in the entertainment industry.
- Identify potential event sponsors.
- Obtain sponsorships for the concert.

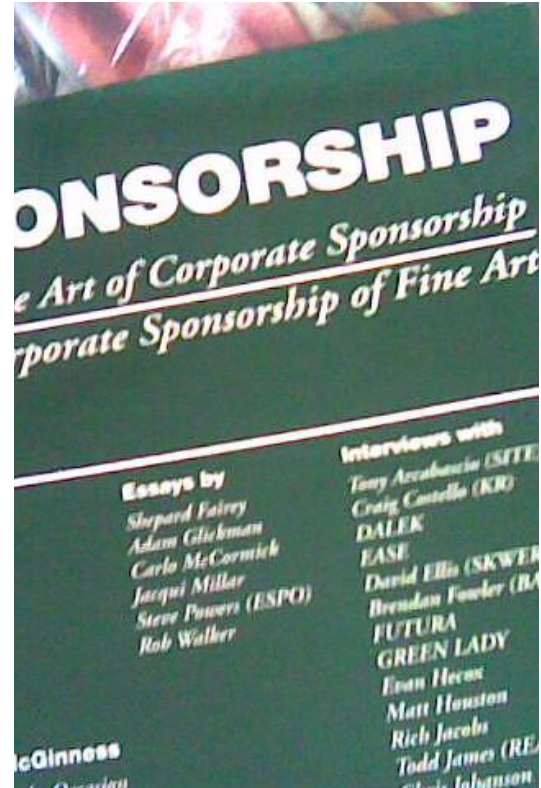
ABOUT- THE REACH AND TEACH CONCERT EVENT

- It's no secret music has been known to reduce stress and improve mental health. Thousands of studies have been conducted to determine the effects of music. The majority of which have shown the positive effects music can have on our lives. Listening to music is a favorite pastime that many teenagers enjoy on a daily basis. However, attending a concert is not nearly as common. Listening to live music is a completely different experience. This experience has the ability to awaken your spirit and change your life, especially when the music is something you love.
- This unit will examine how basic marketing principles are used in the entertainment industry. Students will use the knowledge gained from this unit to determine which basic marketing principles can be used to successfully promote a concert.



OVERVIEW OF SPONSORSHIPS

- Obtaining sponsorships for an event could mean the difference between a good event and a great event. Sponsorships can provide not only financial support for an event, but also legitimacy. An event sponsored by well-known businesses lets your potential consumers know your event is worth attending. Before you begin contacting potential sponsors, there are a few factors that must be considered.



WHAT YOU NEED TO KNOW...

Size – You should determine the size of your event. Do you expect a large number of attendees? Decide on an approximate number with evidence to back it up. Why do you expect that particular number of attendees? This information will also be very important to your potential sponsors.

Audience – Know your audience. This is where your market segmentation research and concert customer profile will be beneficial. If your target market is teenagers, it would be wise to contact potential sponsors who are interested in gaining the attention of teenagers, such as local ice cream shops or boutique clothing stores.

Event Location and Online Presence – Where and how will the sponsorship gain the attention of attendees? While physical location, such as logo placement and banners, are important, online presence is becoming increasingly popular and may be more appealing to potential sponsors. Online presence, such as event websites and social media, is an important aspect of marketing and should be considered when developing various sponsorship packages and writing sponsorship proposals.



BELL RINGER

SPONSORSHIPS

WHAT ARE THE LEVELS OF
SPONSORSHIP?



ACTIVITY -

(FOR EACH ACTIVITY, WRITE YOUR RESPONSE IN A JOURNAL OR DOC).

Let's put everything together.

After considering these factors, you should have a good idea of the type of potential sponsors your event will attract. The next step is to develop sponsorship packages. It is important to have different levels of sponsorships in order to meet the various needs of potential sponsors. For example, local businesses may want to participate but might be unable to sponsor the event at the financial level of a corporation.

- Using Handout 2: [Independent Research](#).
- Use the handout as a guide to your research over who would be most willing to sponsor an event.
- ○ Topic: Music Festival Sponsorship Levels
- ○ Encourage students to identify benefits provided to sponsors of various music festivals. (Ex. Logo placement, social media mentions, parking, etc.)
- ○ Hint: Searching “Music Festival Sponsorship Levels” will provide numerous examples of sponsorship level charts.