

Slide 1 - HUC training allows not only learning the office duties of a hospital, but everyone's role in making a floor one complete unit including medical and pharmaceutical terms, nurse duties and shift points. My first convention (con) I noticed that the committee and attendees felt like two different alien cultures and not one group of people interested in the same results. Now I am not someone who holds a particular degree that would be an accolade for doing sponsorships or small business ventures; I merely applied some of my own version of common sense to the task of supporting conventions for the benefit of fandom as a community.

Slide 2- Who do you believe are your customers? Many times the ideals of sponsorships are either misunderstood, or misrepresented. People will seek sponsorships that: 1- Hope to shore up the budget including giving as little as possible for some type of shortfall. 2- Want to keep their processes a secret until the last possible minute, believing that the surprise is the payoff. Or 3- Only give a specific payout, ignoring non-cash benefits or belittle the value of it to only pass sponsorship opportunities to a friend, colleague or someone they know.

Slide 3- The truth is that the minute you believe an individual, or a group of individuals are your customers, you take a different path. There is an inherent difference between being a part of something and having control of something. All of these people have a stake in the event, and that event, aka everyone equally, is your customer. Your goal works better having achieved something everyone can enjoy. And, I hate to say it, it requires open honesty and elbow grease.

Board/Chair - They need to take calculated risks, walk away if the sponsorship doesn't work, keep their convictions and hold true to the vision of the fannish event.

Treasurer/Tax - Understands it doesn't replace budget, ready with the paperwork or forms for sponsors - some processes are highly involved, and ready to assist with information or pricing adjustments both ways to make it work.

Committee - They are the ones who ultimately deliver, be it in producing event or result, hearing the fans, or providing the information to make the sponsorship work. They should be on the same side, don't make their life difficult (if you can)

Fandom - They are not 20 something females or high income professionals, they are individuals with needs, wants, and passions that ultimately drive them to, or away from your event. If you listen, they can tell you why your sponsor should be interested.

Sponsors - They need lead time, options, benefits, details and collusion. Give it to them, try out of the box, and find out if they communicate corporately, peripherally, or personally.

Slide 4- This not only helps you know what is in your potential arsenal, but defines boundaries into what can be offered freely, what needs further thought due to changing the scope of the event, or what needs more lead time, or something your organization wishes to pass on. Naming rights for Hugos and how to promote those specific sponsorships without implying naming rights, was clear early on from 76.

Slide 5- Logistics of offering anything during an event needs to be managed by the team handling it. Is something difficult to provide, or require more bodies on site? Does hanging banners require you to go through the facility, will there be an extra charge? Department heads can tell you what items in their areas can get sponsors, but also can have ideas you wouldn't think of. Make the sponsorship as much a team effort as possible, it allows you to engage them in helping this event that you all love. (syfy example)

Slide 6- Many potential sponsors aren't interested in the fact your attendees may be between 20-36, men with avg income of 40-80k a year. They want to know what engages those men. They need information on how to pull the demographic. It's your event they only seek to partner in some way, if they have the capital, then you need to bring the info, the opportunity, and the value of it.

You also need to have the courage to recognize if the sponsor isn't the right one for you. You also need to keep the value of the contact, if they are sponsoring or not, keep in communication, without harassing them. Make sure they have options on rewards, presentation or process without handing over all your control. If it is a team effort, then it is a team reward.

Slide 7- This can be taken in two parts, yourself and those above you. As the previous slide said, the sponsor doesn't want to know you, they want your information and insight. However, they do need to know you are human, flexible, and listening to their needs. The second part to that is the chair or the board. (Use Kevin's example with Google). Its nice, and needed, to know that your team, when it comes to sponsorship, sees you as the liaison. It runs much the same way that a guest liaison does.

Slide 8- It seems like a simple process. The best thing I can say on it is process and personability. You never know what you can do until you try. What is the worst thing, they could say no? Since you are working for the event, not to supplement the budget, there's nothing to lose, unless you don't try. I was the same way. I hate cold calling, refused to do it, refused to be the one to reach out. I still have that to work through on some things. (Story of Farland, 67 and the book) The trick I find is to be honest with them, with yourself, don't shy away from the hard questions trying to be professional, something you may not be. You are a fan, you're working for a fan event... help everyone be a part of it.

Slide 9- Westercon 67 - Farland, Beagle, Badges, Lanyards, Bags, Swag, Pandora Celtica, Program Book +/- \$200, art transport, kaffeeklatsches. LTUE - Program Book (within 300), lanyards, badges, bags, GOH events (3x). Westercon 70 - Bags, Baen, GOH (much due to the Astells), ads, charity auction. And Worldcon 76 - Google, SyFy, Our small investment, pulling the data from the DHs. Spikecon, guests, and fishers and possibly more