



Banners Provided by the Sponsors – FireFly Jumbotron



Banners 360 degrees around the screen

- Take the total \$ dollars you want to receive: example
- Sell a 4 banners to one sponsor: \$3000
- Or break up into 3 components
- Top 40% \$1200 (top most valuable because it is most visible)
- Sides 30% \$900 (sell both left and right as one unit)
- Bottom 30% \$900 (largest piece of real estate) (not shown on pic above) NOTE; You have to be careful about selling the bottom banner. You should sell it only if you know we can load screen in so the front is toward the audience. Sometimes load in do not allow – stage in way?

- Front Under Screen Horizontal Banner = 16 ft x 38 inch (This mounts on Trailer with Velcro)
- Screen Sides Vertical Banners = 19.5 in x 106 in each x 2 (We mount with zip ties)
- Top Banner Above Screen = 3 ft x 12 ft (We mount with zip ties)

Banners Provided by the Sponsors – DragonFly Jumbotron



Banners above and below

- Take the total \$ dollars you want to receive: example
- Sell both banners to one sponsor: \$2050
- Or break up into 2 components
- Top 65% \$1200 (top most valuable because it is most visible)
- Bottom 35% \$850
- Note: Bottom banner can vary in size but we recommend around 12 ft wide x 4 ft tall
 - We mount with ropes.
 - Make sure we can load in with side showing so bottom banner visible.
- Note: Top Banner Above Screen = 3 ft x 18 ft
 - We mount with zip ties.

www.fireupvideo.com * 612 759 1012 * baum3@earthlink.net 17679 Patridge St Andover MN 55304



Selling time on the Jumbotron to Sponsors

(Example : your prices may vary)



Static \$100 ads - local business ad or vendors at your event

- \$100 per 1st slide
 - \$ 75 for 2nd slide
 - \$50 for 3rd slide
1. Each static ad on for 4 seconds (EST)
 2. Use font size 32 or larger – keep information minimal on each slide
 3. Bold is best as is non-serif type fonts – Pictures are encouraged!
 4. Dark Backgrounds and white text or light colored text is best.
 5. Small text gets hard to read – avoid!

Videos from Sponsors - Provide value to your large event sponsors

- Charge between \$500-\$1500 per 30 sec spot
- And half that for a 15 sec spot
- Audio if needed should be played through your Front of House sound system. www.fireupvideo.com

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Use Large LED Screens at Your Next Event to Attract Paying Sponsors

With the ever-rising competition for sponsorship, it has become increasingly difficult for planners of sporting events, special events, fairs, and festivals to come away even, much less earn a profit. With a large amount of these events, it has grown progressively more difficult to attract new sponsors, and just as difficult to maintain the client base that they had relied on in the past.

Luckily for event planners, coordinators, and directors, there is now a new way to acquire in-kind and cash contributions. This can be accomplished by using large LED screens and a new marketing strategy referred to as “narrowcasting.”

Narrowcasting is defined as the ability to reach a focused group of consumers in a controlled environment. Narrowcasting differs significantly from “broadcasting.” When you are at home and the commercials come on, this is the perfect opportunity for most viewers to get up and get something to eat or use the bathroom.

It is completely the opposite at a live event. When the main focus of the event takes a break, this then becomes prime-time for the sponsor. This is where the LED screen can come into play. It gives them the spotlight, and a great amount of recognition for their efforts and contributions to the event, and making it one that people will likely return to for years to come.

The next step is to prove to potential sponsors that a large LED screen will be more lucrative for them than the conventional banner on a fence. Here are several suggestions for talking points when you discuss this with possible sponsors:

1) LED Screens Give More Exposure to Sponsors

The most efficient way to receive the money from sponsors that you are looking for is to give the sponsor more value for every dollar they donate

compared to what any other event can provide. So, you should focus your efforts on how their products and services will be presented to the audience at the event. The chances of keeping them as a repeat sponsor continuously increase the better you promote them. Just remember; every year you are competing for these funds from over 8,000 different events. Sponsors know just as well how many events they have to choose from, and they too need to decide which of these thousands of events will meet their target market, and will be most valuable to represent their product or service.

2) LED Screens Keep the Attention of the Audience

The conventional form of advertising for your sponsors has commonly been to hang a banner on a fence or somewhere else and just expect people to notice it. One way to fix the problem of just hoping that they see it is to actually reach and grab the audience's attention through a form of media we all know, television. In our culture, we have been trained to watch what has been set out in front of us. This fact is how the event organizer can make the most of their revenue streams, or even make new ones. You can create a very concentrated group of customers simply by using a large LED screen to play and even replay your event. Whenever something stunning happens, the audience, or consumers, will instantly glance up to the screen to watch it over and over. Once that is over, they will still want to be entertained by what is being displayed on the video screen. This is the perfect opportunity for you to offer your sponsor the exposure they are looking for. You can show their newest commercial or ad, and this can create a very powerful message. This is a good illustration of how narrowcasting works.

3) LED Screens Create a More Memorable Experience

Just as important as anyone else, let's not forget about the fans in attendance. If it weren't for them, your sponsors would have no one to market their product to. Taking this into consideration, you need to make sure that everyone at the event gets a front row seat, no matter where they are. Using an LED screen can boost your bottom line, displaying state-of-the-art graphics and video for both the fans and your sponsors. This is a win-win situation for everyone.

In conclusion, enhanced exposure can result in successful promotion. Most likely, a good percentage of your sponsors already have advertising campaigns that are aired on radio and television. Your objective is to bring these already existing campaigns to your event. One of the useful tools available to help with this is the use of large LED screens.

FIRE UP VIDEO





