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SPONSORSECRETS.NET

Sponsor secrets

MAXIMIZING YOUR SPONSORSHIP INCOME:
MAKE MORE, DO LESS

Getting new sponsors can be difficult—no matter if you are trying to get your first or your tenth. Below is a step-by-step guide for what works.

11 Steps to Sponsorship

If you're trying to get your first sponsor or you are looking to get more sponsors than you currently have, these steps will help you get there fast.

Keep in mind, these are the basics. After 20 years in the industry, these are the steps that I have found to be the most efficient way to get a sponsor to take a serious look at you and consider you for sponsorship.

You will notice, there isn't anything sneaky on this list. There are no real shortcuts here. But, there is also not a bunch of things that are going to waste your time either. In recent years, I am seeing more and more bad information going around about what it takes to get a sponsor's attention. Ignore that, and focus on this list when you are just starting out.



1. Keep Doing Your Sport

You love what you do and it is the whole reason you are even reading this, so don't stop doing it. Keep at it everyday

Now the best athletes aren't content just doing their sport in their own backyard. You need to be going to different locations - not just your normal spot.

For one, it is good to be seen performing by as many people as possible and traveling helps you do that. Plus, traveling around to different spots will help you improve by forcing you to adapt to different conditions, which is the whole point anyway. And the more places you go to, the better you will be able to gauge just how good you are. (This is important in step 3.)

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2. Compete

Competitions are great venues for getting better, being seen, measuring up, networking and getting video footage of you. As I explain time and time again on SponsorSecrets.net, results are not everything, but they're definitely a quick way to get noticed.

Let's face it – Sponsors are at contests. They are watching and you have their attention, so make the most of it.

That said, if you are thinking that winning a certain contest will get sponsored you are wronged. There is way more to the sponsorship puzzle than getting a few trophies.

3. Set Your Sights

After venturing to different locations and entering some competitions, you'll have a very good idea of where you rank in terms of your abilities. Using this information, you can then decide what level of sponsorship you should go after first.

Look at other athletes on par with your abilities and see what types of sponsorships they are getting. It is a good idea to go after the same level of sponsorship.

If you're just starting out, a local sponsor may be a great choice. But if you're consistently winning regional competitions, you can set your sights higher.

4. Go for a Good Match

You should consider your image and the image of the sponsors you are approaching and make sure it's a good match before you ever start asking for sponsorship. You'll up your odds of success, and not waste anyone's time – yours or theirs.

The e-course [Sponsorship Secrets: Leveraging Your Sponsorship Value for Maximum Profits](http://sponsorsecrets.net/sscourse.html) walks you through a step-by-step process for creating the right image for who you are and then getting the most out of that image. <http://sponsorsecrets.net/sscourse.html>

5. Make a “Sponsor Me” Video

Video does not lie, at least not without spending a lot of money on production. Nearly every team manager is going to want to see some video of you in action. The most important thing is keep the video short and impactful (2-3 mins max). A clip with your very best action shots, edited to music and a short personal introduction at the end is all you need.

The introduction simply says something like this. "Hi, My name is John Smith and I really look forward to working with you. Please contact me via my contact info on the attached email. Thanks for your time." Also, make sure there is some variety of your moves/tricks in the video and try to show your-

self at several locations if possible.

I would not put stats or contact info in the video, as it unnecessarily lengthens the video. Plus, this video is most likely going to be on the internet somewhere and the whole world can get your contact info if it is right there. Leave stats and contact info for the email the video link is attached to.

Make sure you continually update your “Sponsor Me Video” - at least every few months. You should be continually getting new footage of you performing anyway, so this should not be that difficult.

An old out-of-date video just

gives the impression that you are not capable of creating new footage consistently. That is the last thing you want sponsors to think about you.

Finally, if you are starting out at the local sponsor level, you may not need a video at all. It might be easier and faster just to get the shop owner to see you in action in person. Don't make it too complicated, if it doesn't need to be.

BEST
IMPRESSION



“... MAKE SURE YOU CONTINUALLY UPDATE YOUR “SPONSOR ME VIDEO” - AT LEAST EVERY FEW MONTHS...”

6. Get Your Video Out There

Once you have your video produced – how do you get it seen? The most obvious answer is to put your video on the internet. YouTube is the biggest video sharing site online but there are many others.

It is pretty easy to open up a free account on YouTube and upload your “Sponsor Me” video to it. You can have it up and be sharing it with the world in minutes.

However, just because you uploaded the video doesn't mean anyone is going to actually see it. And that leads us to the next step.



7. Think and Act Like You're Sponsored

Sponsors are interested in selling their product. Period. Sponsors pay athletes to get their brand in front of people in ways the company can't do on their own – with the end result being they sell more product.

When I watch your “Sponsor Me” video, I am going to be asking myself “Is sponsoring you going to sell more of my company's product?”

And no matter how good you are, when I look down below your video on YouTube and sees that your video has only 7 views – what is the answer to that question going to be? **NO!**

No, you are not going to sell more of my product – at least right away. Why? Because YouTube is an indicator of how much exposure you have right now. YouTube is an indicator of just how good a job you are doing getting yourself out there in front of people. And 7 views is shouting loud and clear that although you want to be sponsored you aren't acting like a sponsored athlete.

Now granted if you are lucky, you might be so good that I will be willing to risk both time and money by sponsoring you

now in the hopes that you will get the exposure later on.

But trust me. Other sponsors as well as myself are much more willing to sponsor someone if we believe we will see an immediate return on our investment.

So start acting like a sponsored athlete and don't just put your video on YouTube, but get your video seen. Prove to me you can get exposure before I sponsor you.

How do you do that? Well, there are lots of things you can do to get views on YouTube and we explain the best strategies on the Sponsor Secrets website here – <http://sponsorsecrets.net/members/your-you-tube-empire/>



8. Make Contact

I think the most effective way to get your "Sponsor Me Packet" looked at is a very short, impactful email. My perfect "Sponsor Me Packet" would be a short email that includes a link to a video on YouTube (as we discussed above).

The e-mail should include your very best results and exposure over the last 2 - 3 years, contact info (email address, website if you have one and if you have a strong following on facebook, myspace or twitter include it here as well) and a sentence that says something to the effect of, "Thanks again for your time. I have lots more info for you to look at if you are interested. Please feel free to contact me anytime. Thanks, John Smith"

Most companies have a mail@XXXX or info@XXXX email address that you can find somewhere on their website. There is someone at the other end of that email that filters and forwards the emails to the proper parties. If you send your “Sponsor Me Packet” to that email, it will more than likely end up in the Team Managers email box.

I would do that first, to get the packet out there, then get with local shops and company reps to get specific email address to TM's. You may eventually get the marketing director or team managers direct e-mail address, but odds are before you're able to track down a specific address, the e-mail you sent to the generic company e-mail will have already been forwarded to the right person.

Finally, I know there are some websites online that offer ways to send out mass e-mails to a bunch of companies for sponsorship or more commonly create a one stop shop for team managers to come to and check

8. Make Contact (cont.)

out athletes. (The idea is you create a profile page that companies and team managers can go to and evaluate your skills.)

Personally, I have never bothered to go to these sites to look for athletes and I have never sponsored anyone through these third party systems. I'm not saying don't do it. It might actually work. I just personally don't have any experience with it, and I am not sure what service they are really providing you that you couldn't do on your own.

If you do use one of these services, don't rely on it solely. Make sure you are contacting companies on your own as well, as this will most likely be more productive.

Also, keep in mind, these websites/services should be free. You should never have to pay to create a profile or have them contact a company for you about sponsorship. (If there is any charge at all, it should come only after you get a sponsorship. The charge should be a small one time fee. If there is any recurring fees, in my opinion it is not worth it.)

Keep in mind, even though it may be free to sign up, you are going to be entering into a contract with these websites to help get you sponsored. They could put anything in that contract, so make sure you know what you are agreeing to ahead of time.

Finally, do not be tempted to mass e-mail your "Sponsor Me Packets" with these services. Remember, you're going after a good match. Getting sponsored by a brand new company that you have never heard of, that has no budget and that will most likely be out of business in a year, is not in your best interest. (In fact, sponsorships that don't last very long can actually hurt you sponsor value – especially if it happens more than once.)

9. Don't Be a Pest

Do not contact the same company more than once every 3 months - and never before your "Sponsor Me Packet" has been updated. I do not want to look at the same packet 3 months from now that did not get you sponsored today. If it didn't get you sponsored now, it won't get you sponsored 3 months from now.

10. Be Sponsored

The rich definitely get richer, and being sponsored is no different. Once you get a couple of sponsorships under your belt, it makes getting more sponsors that much easier.

Companies and team managers simply take more notice when your resume shows that you're already sponsored. It's just a fact of life. So if you're having trouble getting sponsored at a certain level. It may be worth your while to lower your sites a bit and just get a sponsor or two on your resume. It will give you some needed credibility.

11. Don't Sweat It

Finally, don't sweat it. If you're a decent athlete, and you're following the instructions in this course, you should get sponsored at some level. Don't give up and don't get down.

Be confident in your abilities - Desperation is not attractive. It will show in your sponsorship video if you are really stressed and desperate about getting sponsored. So just relax, have fun and go surf, skate, ski, etc.

Take Action and Learn More by Clicking This Link to our Sponsor Secrets Members Area

<http://SponsorSecrets.net/members/>

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TEACHING YOU HOW
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WHAT LEVEL YOU
COMPETE AT.

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IMAGE, NEGOTIATING
CONTRACTS, AND OR-
GANIZING TRIPS, TO
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DOING LESS.



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