

Making your Associations Attractive to Potential Sponsors

June 29, 2022





ASAA Executive Director
Billy Strickland
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- Since 2015, Strickland has served as the Executive Director of the Alaska School Activities Association. Prior to beginning his career with ASAA, Strickland worked 25 years for the Lower Kuskokwim School District. A graduate of Bethel Regional High School (Bethel, Alaska), Strickland earned his bachelor's degree from Ouachita Baptist University in Arkadelphia, Arkansas and his Teaching Certification from Henderson State University in Arkadelphia, Arkansas.



TPG, Chief Revenue Officer
Robert Gahagan
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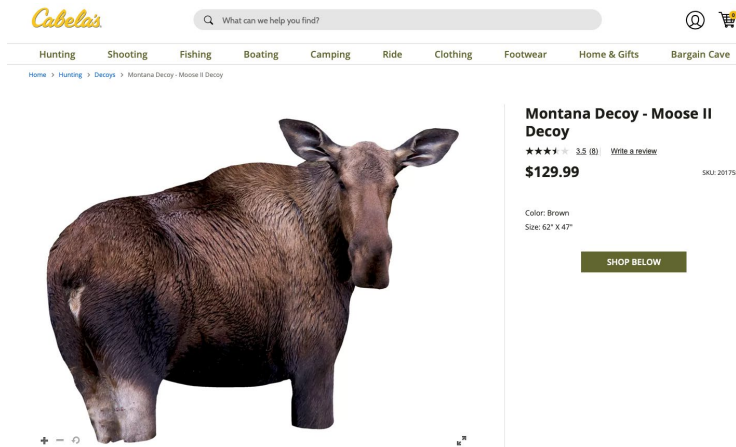
- Since 2019, Gahagan has served as the Chief Revenue Officer of TPG. Prior to beginning his career with TPG, Gahagan worked 15 years in the college multi-media rights space with ISP, IMG and Learfield. A graduate of Spring Valley High School (Columbia, SC), Gahagan earned his bachelor's degree from the University of South Carolina in Columbia, SC.



To attract something, you must know what it is seeking.



As a hunter I know, animals are motivated by food, sex and safe places to congregate.



Cabela's ad "...Imagine the triumph of successfully bagging a bull moose in rut as he spots a cow moose and closes in for a better look..."

As someone “hunting” sponsors, I’ve learned sponsors are motivated by:

The ability to
purchase
“Goodwill”

Getting
“impressions” for
their brand

Being seen as
supportive of
schools by their
customers

Wanting to support
your mission

Often sponsors will fit more than one of these categories, but that is good news.

Examples of ASAA's "Goodwill Sponsors"



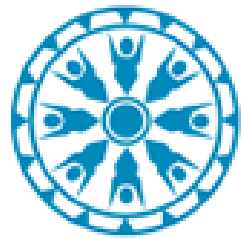
We don't really help them sell more oil and gas, but we can help them demonstrate they are part of the community.



We don't really help them develop a controversial gold mine, but we can help them be seen in a positive light



CALISTA CORPORATION
www.calistacorp.com



ALASKA NATIVE
TRIBAL HEALTH
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NANA



SEALASKA

Examples of ASAA's "Mission Supporter"

Keys to attracting “Goodwill” and “Mission Supporter” Sponsors

The Association must have positive brand recognition.

The Association is known for benefiting those involved.
ASAA tries to do this by constantly stressing the value of educational based activities, and how it isn't defined by “winning or losing” a contest.

Does the average resident of your state know who you are?
If so, how do they feel about your Association?





Methods ASAA has
used to increase our
“brand awareness”:

- Social Media
 - Twitter
 - Facebook
 - Instagram
- Event Signage
- Websites
- Speaking Engagements: Lions Clubs, Rotary Clubs or other such organizations
- Win for Life Spots

Johnson Teachers College. After graduating from college in 1954, she coached 🏀 & 🏈 at Essex HS & later started their 🏈 & 🏈 programs—sports she never played.
#TitleIXat50



nfhs.org
Title IX Milestones: Melba Masse (Vermont)



Use Social Media to
share positive stories

**ASAA**
@ASAA_org · Jun 13

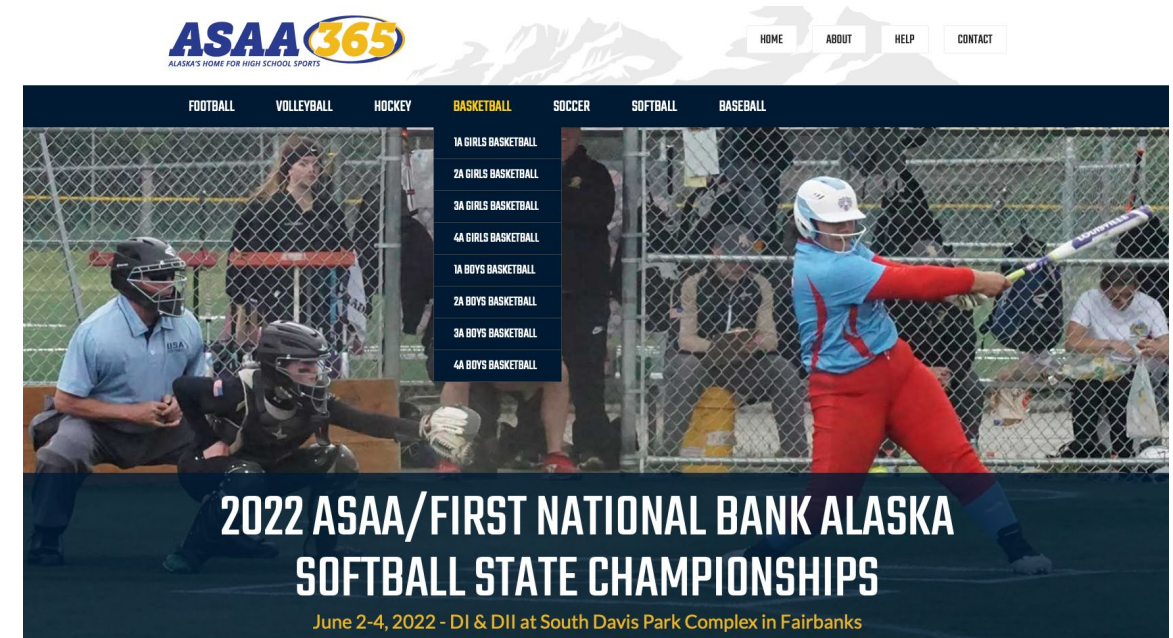
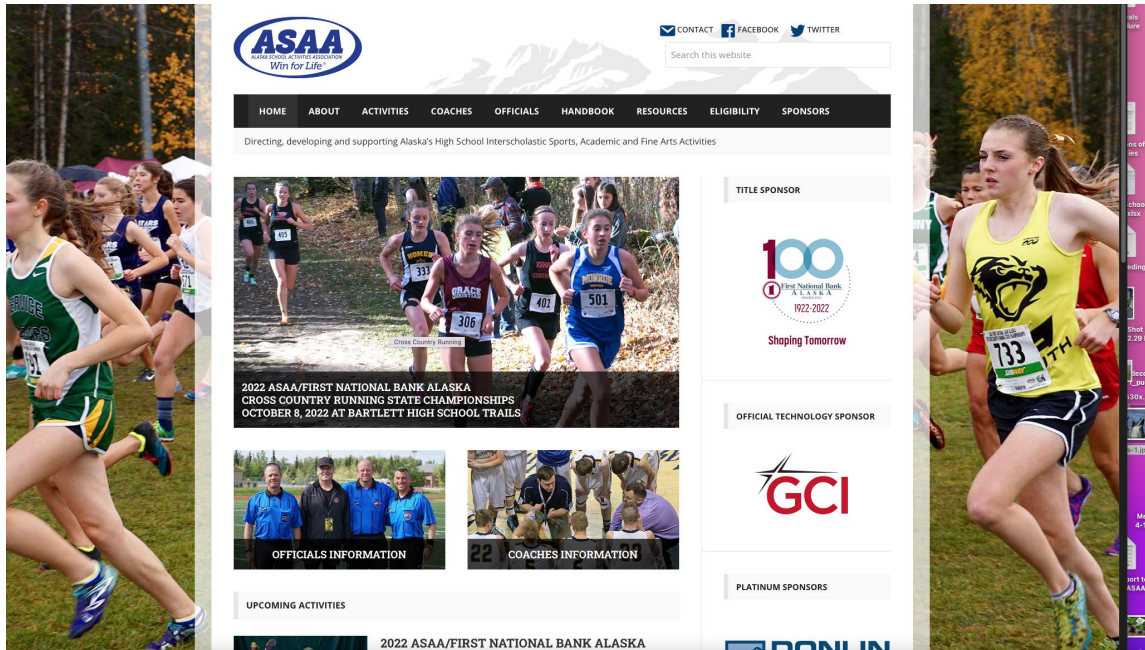
.@GCIAC 'ASAA Student of the Month' for May is Eielson Sophomore Samantha Jones!! Participating in Track & Field, Volleyball, Basketball, and Student Council, she embodies school spirit at Eielson. Congrats Samantha on the accomplishments in your school and community! Go Ravens!





Event Signage

Websites: ASAA.org and ASAA365.com



Speaking Engagements: Clubs are always looking for someone to come do a talk.

Keys point should be about how educational bases activities positively impacts a student for the rest of their life.

ASAA has also produced what we
call our “Win For Life” spots



The point: ASAA is doing awesome things to help develop students...people like ASAA's mission and will appreciate the sponsors that help.

*Imagine the triumph of successfully
~~bagging a bull moose in rut~~ gaining
a new sponsor ~~as he~~ because they
~~spots a cow moose and closes in for~~
~~a better look~~ want to be associated
with an entity doing great things in
your state...*



Examples of ASAA's "Impression Seeking Sponsors"



Shaping Tomorrow



Examples of ASAA's “School Vendors”

- “School Vendors” are the companies that are selling products or services to your member schools. Due to state and/or federal laws, they may not be able to sponsor a school, but they can sponsor you.

A hand holding a set of keys, with a text overlay. The background is a blurred indoor setting with warm lighting. The text is white and centered within a white rectangular border.

Keys to attracting
“impression seeking” and
“school vendor” sponsors

Know what an impression is:

- An impression is a metric used to quantify the number of digital views or engagements of a piece of content, usually an advertisement, digital post, or a web page.





Know how
many
impressions
you are
generating:



Track attendance numbers at
state events

Coaches/Advisors/Participants
Tournament workers,
including your own staff
Spectators
Those on passes
If it breathes and is human
count it.



Know your website page views



Know your tournament program distribution...ASAA
produces a free digital program and can track how
many views the page generated.



Know your webcasting “live” and “VOD” counts



Mat-Su school board approves first local transgender athlete ban in Alaska
The 6-1 vote came after about two hours of testimony, much of it in opposition to the new policy, from students and parents who reported bullying and discrimination.
Zari Hollander · 1 hour ago



Palin, Begich, Gross and Peltola solidify leads in Alaska's special U.S. House primary election
By Wednesday evening, officials had counted nearly 134,000 ballots. Another count is expected Friday, with a final count Tuesday.
...



Anchorage's Sullivan Arena homeless shelter will close in 2 weeks, but advocates say shelter capacity is already strained
The Anchorage Coalition to End Homelessness said privately run shelters in the city are largely full, save a few dozen beds in one "high barrier" shelter.
Emily Goodykoontz · 1 hour ago

Families should've been told sooner that children drank floor sealant at Juneau school, parents say



DOT Construction Updates



AlaskaBusiness

Magazine News Industry - Spotlights Events Alaskan Jobs -



UAF Steel Bridge Team Places 2nd in Nationals

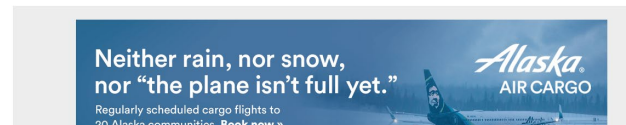
JUN 15, 2022 | EDUCATION, ENGINEERING, NEWS
UAF made its best showing in a quarter century at the American Institute of Steel Construction national championships.
[READ MORE](#)

MORE LATEST NEWS



Arctic Slope Community Foundation Launches Online Iñupiaq Dictionary

JUN 14, 2022 | ALASKA NATIVE, EDUCATION, NEWS, NONPROFITS, TELECOM & TECH
A website that translates between English and North Slope Iñupiaq is the first of its kind for the dialect.
[READ MORE](#)



Live News Weather Election Results Roadtrippin' Contests Podcasts Submit News Tip Submit Photos and Videos



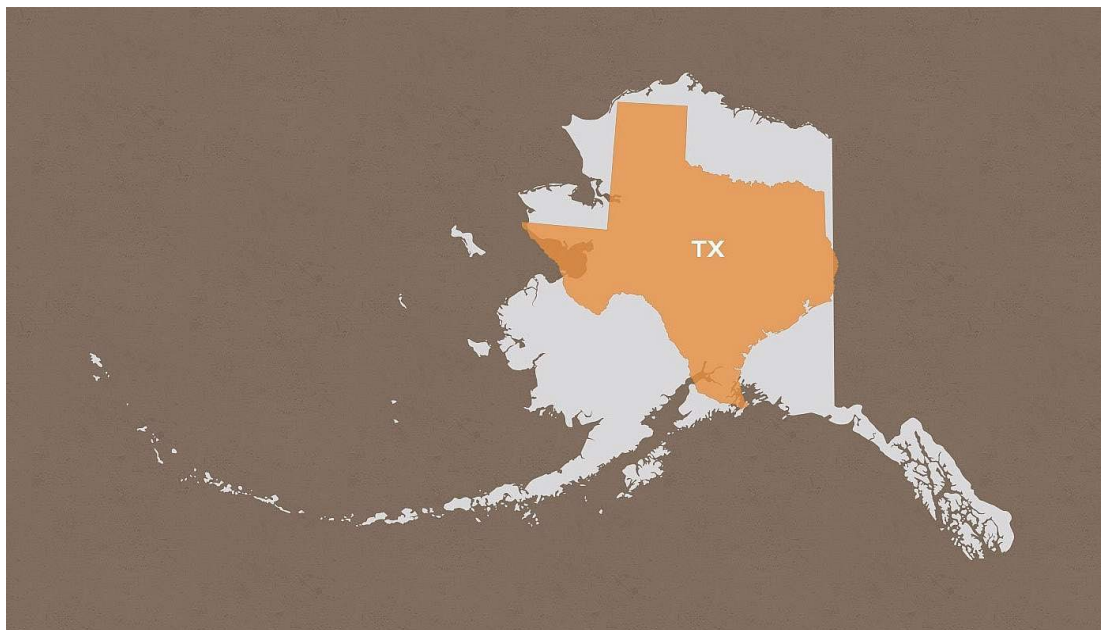
Enter for a chance to win a Wendy's gift card
[CLICK HERE TO ENTER!](#)
DRAWINGS ARE HAPPENING WEEKLY!

A bill to solidify village public safety has passed. Now what?



- ASAA worked with a media buyer to determine what the value of our impressions are worth as compared to television newscast, an ad in the statewide newspaper, and an ad in the Alaska Business Magazine.

Know what your impressions are worth compared to your television and print market to show value.



Stress to them you are a “statewide” program

Stress to
them your
demographic
of consumers
is very broad

High school age students

Younger siblings

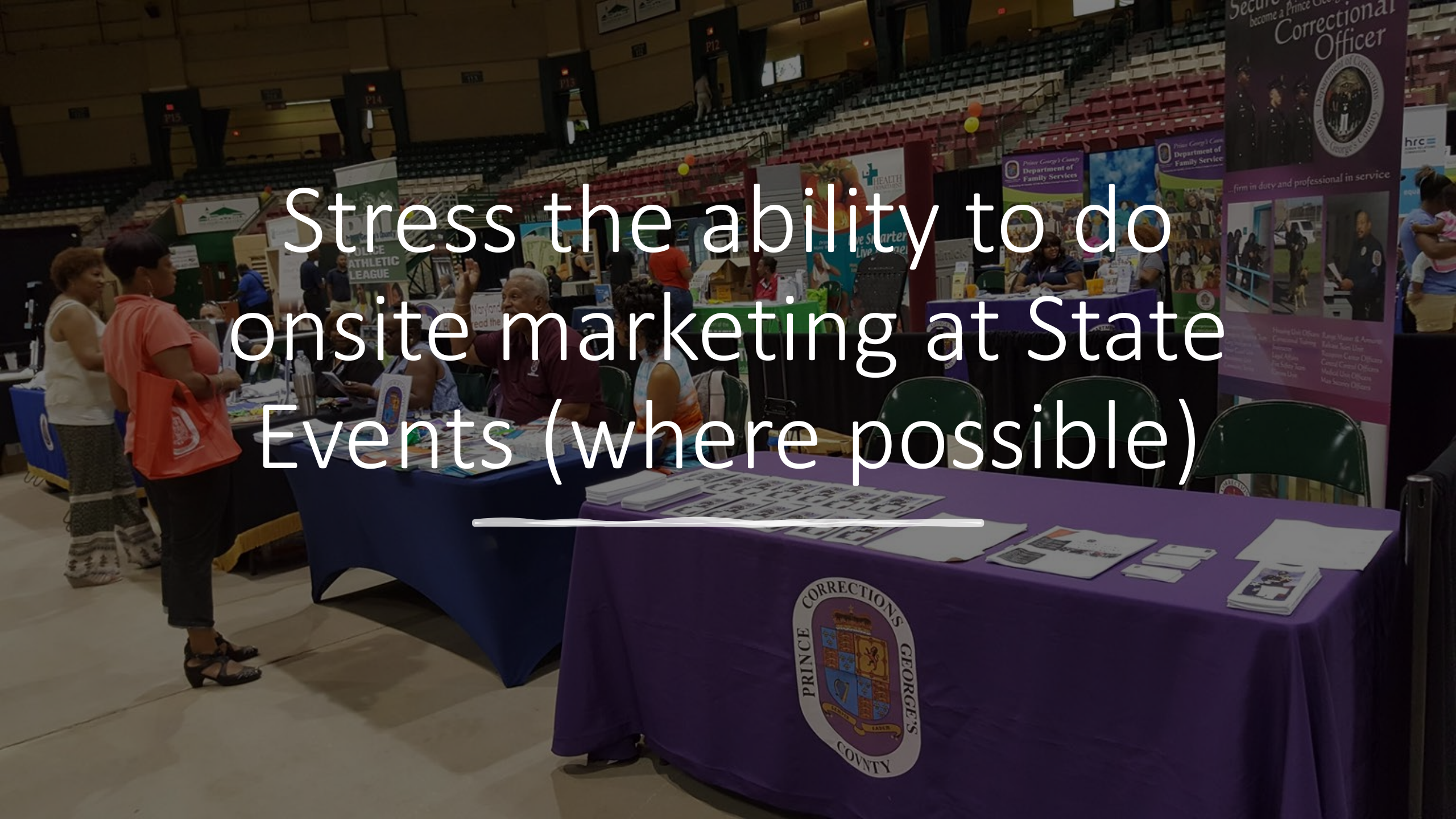
Parents

Grandparents

Wide economic levels

Wide ethnic make-up

Stress the ability to do
onsite marketing at State
Events (where possible)





Affinity Marketing – A concept that consists of a partnership between a company and an organization that gathers persons sharing the same interests to bring a greater consumer base to their service, product or opinion.



- This is not **Co-Branding**. Tying into an Affinity Group, like a fan base, allows organizations to target a market in a more efficient way than traditional marketing.

Little
Caesars®



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Community Marketing – The connection of a brand to a specific community, using a platform to communicate, exchange values and create mutual meaning.

Companies want to use you to:

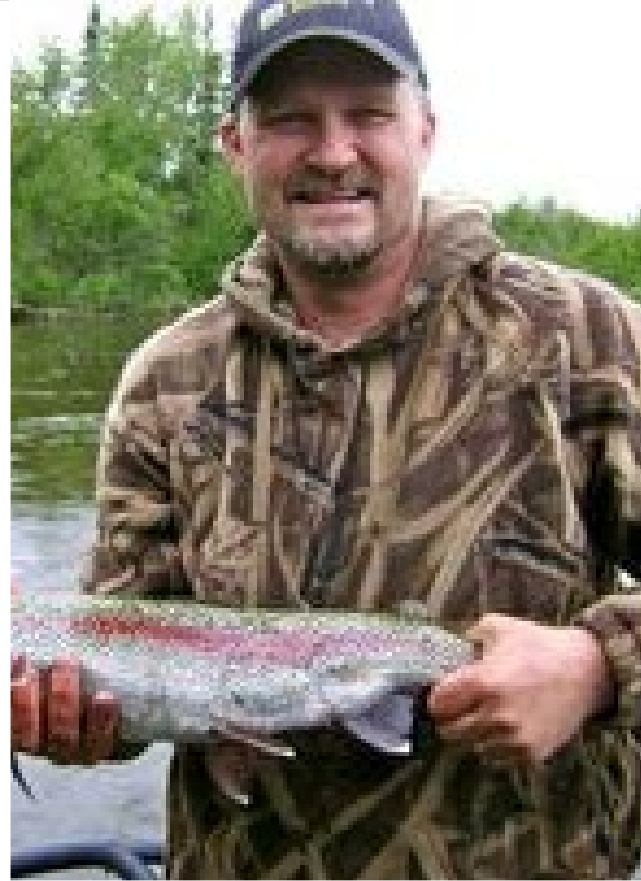
Build Credibility



AFFINITY & COMMUNITY



*Imagine the triumph of successfully
~~bagging a bull moose in rut~~ gaining
a new sponsor as they ~~he spots a~~
~~cow moose and closes in for a~~
~~better look~~ realize the amount of
marketing impressions they can
access through your association...*



So, by recognizing what attract a sponsor, you can make sure you're using the right strategies to "reel them in"



Questions or comments