

The how-to guide

# Monetize your event app with sponsorships

An eBook by CrowdCompass



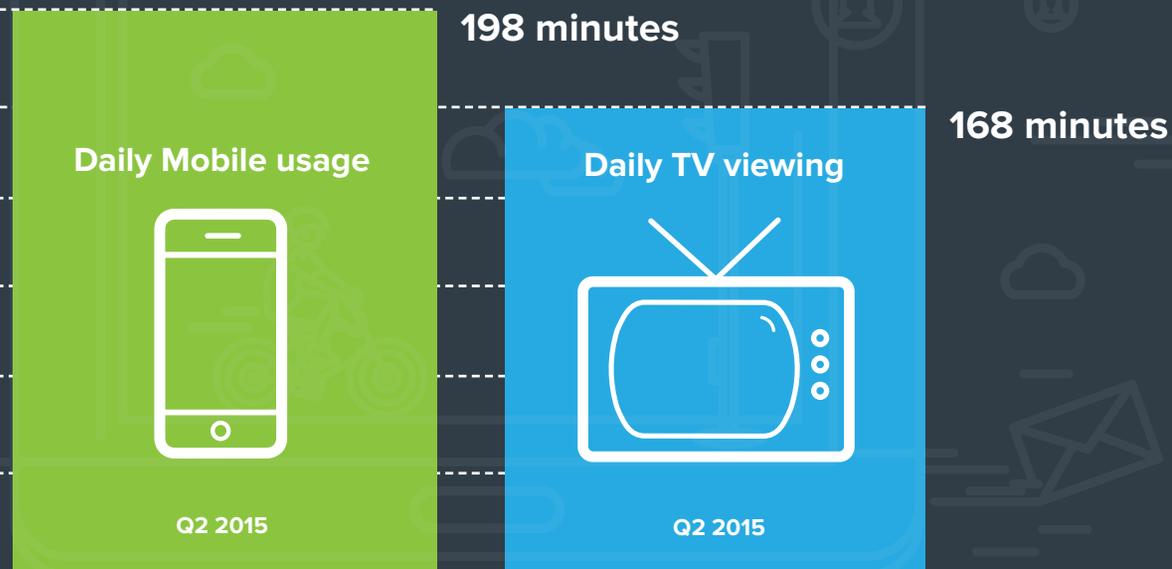
# Turning your event app into a profit engine

The purpose of this guide is to help you align the right mix of sponsorship opportunities to monetize your app. Included are tips and guidelines that take you through how to turn your app into a sustainable revenue machine.

By planning, packaging and promoting the many ways your sponsors can reach and engage your attendees for a dynamic event experience, your app will more than pay for itself. You'll also be laying the tracks to delight sponsors and get them returning year after year. **Let's get started!**

## Where are people looking, anyway?

People spend more time on their mobile devices than watching TV.



# Contents

## Plan: 9 options you can sell right now

I	Splash Screen	4
II	Banner Ads	5
III	Sponsor Listings & Highlighted Exhibitors	8
IV	Maps	11
V	Push Notifications	14
VI	Beacons	17
VII	Gamification	20
VIII	Surveys & Interactive Polling	23
IX	SocialWall	26

## Leverage: Metrics for your ROI

### Define: How to structure your sponsorship packages

### Promote: Communicate a high-value opportunity

### Ready to monetize?

29

32

34

36

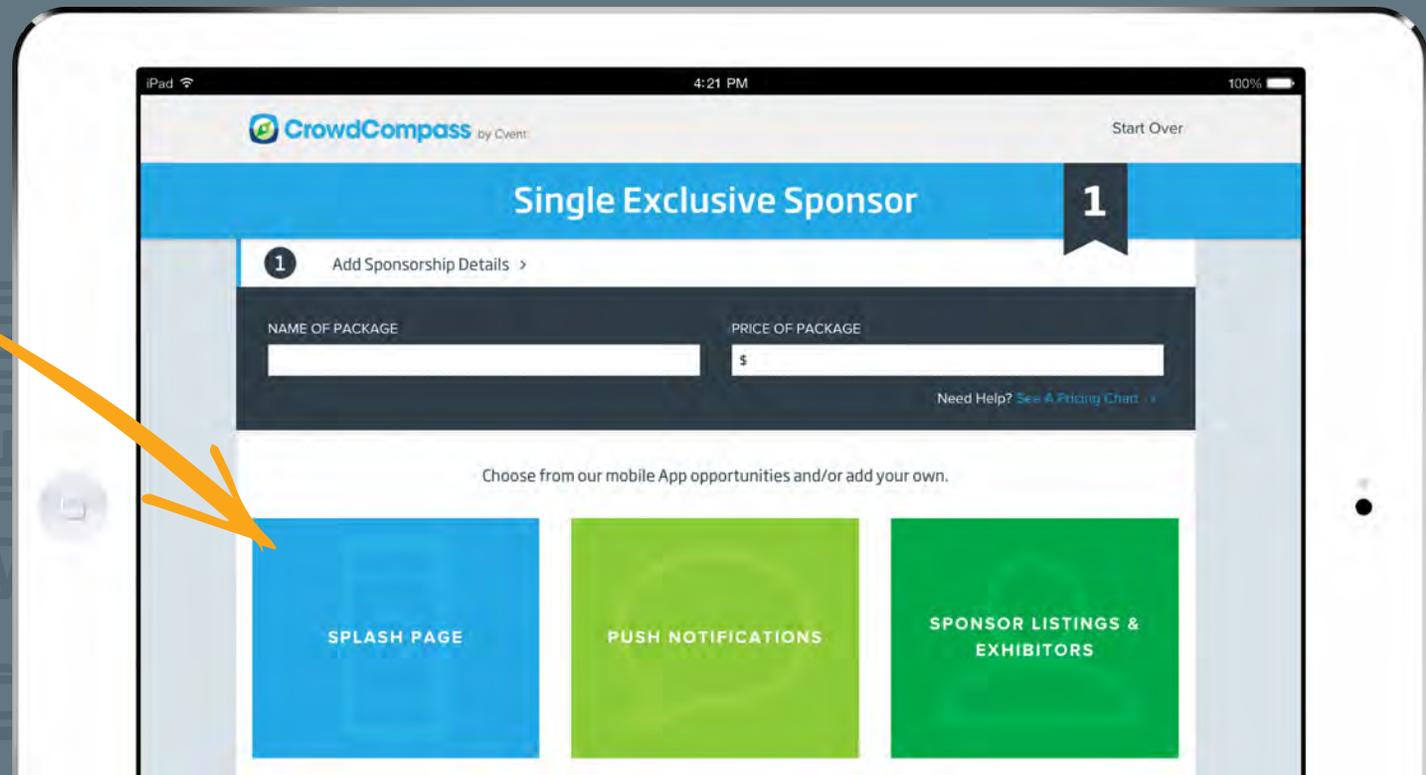
38

# PLAN: 9 options you can sell right now

---

Ready to organize your sponsorship packages? The following section takes you through each of the app features, offering tips and strengths you can leverage for a clear plan.

Understanding “what’s in it for the sponsor?” is the first step to monetize and drive revenue.





# Splash Page

---

- Full-screen visual appears when an event is launched
- Prime real estate with a front-and-center impression
- Displays for up to 5 seconds



## Splash Page

# What's in it for sponsors?

Every attendee using the app sees the sponsored splash page—a visual that fills the entire screen, free from distraction. As an exclusive opportunity to introduce the event app, it's recommended that its design incorporate the event name, date and location, with a “brought to you by” message. Its high-impact impressions mean optimal brand exposure that warrants premium pricing.

## Tips for selling

### Noticed by all

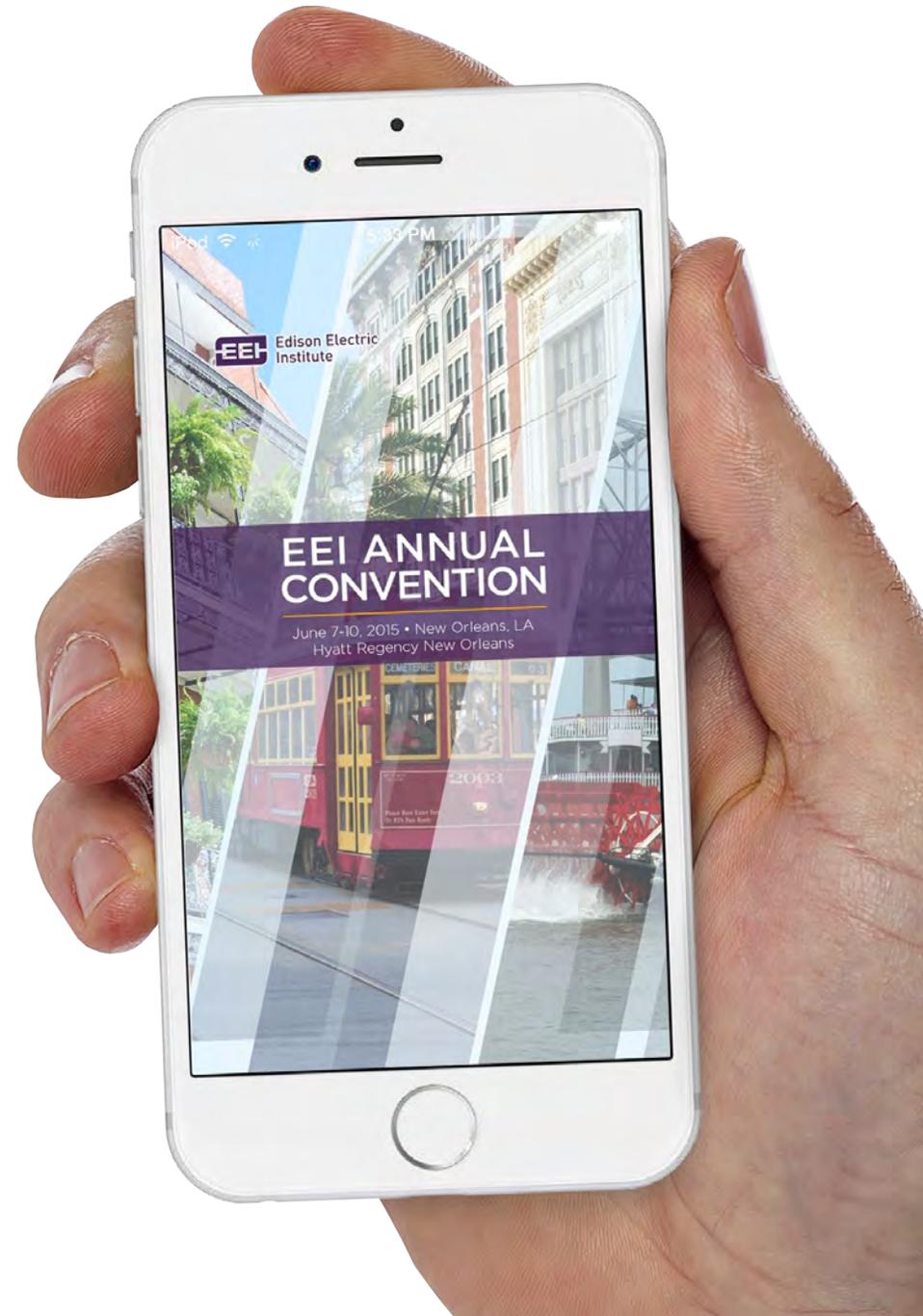
Emphasize the visual impact of its full-screen experience. It's unlike any other mobile app opportunity because there is only one spot on the splash page and your main sponsor gets it. The app's splash screen is going to be viewed every time the user opens your event within the app, which could be dozens of times during the course of a two-day event.

### The power of one

Make the splash page an exclusive opportunity, available to only one sponsor. This further cements its premium value. It's the ideal opportunity for a brand to put its weight behind the event.

### Aim high

Sponsors want to be seen by your customers, and the splash page provides a prime opportunity. As a rule, bundle the splash page with other items and then set the bar high.



## Tech specs and tips

- Recommend large text and clear fonts
- Create an exclusive—and powerful—brand impression
- Save in a lossless format (e.g., png or gif)
- Design for retina display: 340 pixels top, 260 pixels bottom, 260 pixels left/right.

### Type of ROI



### Cost



### Required effort



### CONSIDER THIS

Since the splash screen very well might be the first impression attendees get of your event, you'll want to ensure the design is clean, simple and uncluttered. Try limiting it to the name, location, and date of the event, as well as a "brought to you by" message for your marquee sponsor.

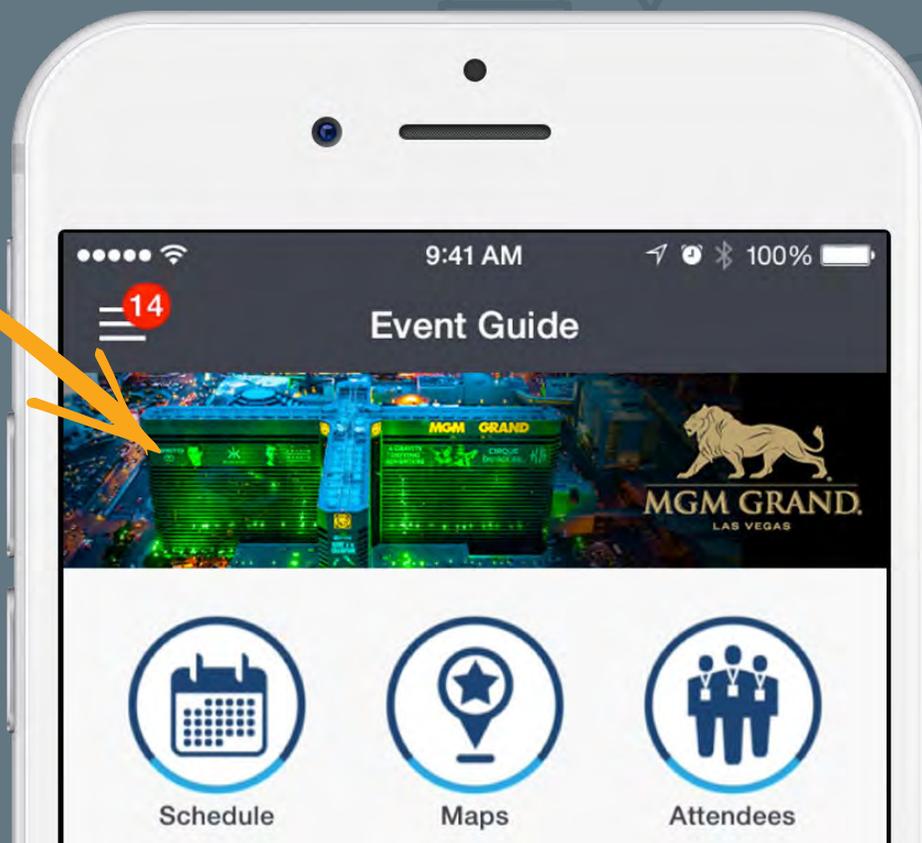
Sponsors of top tier events can expect an average of 90% of attendees to download and rely on the mobile app for information.

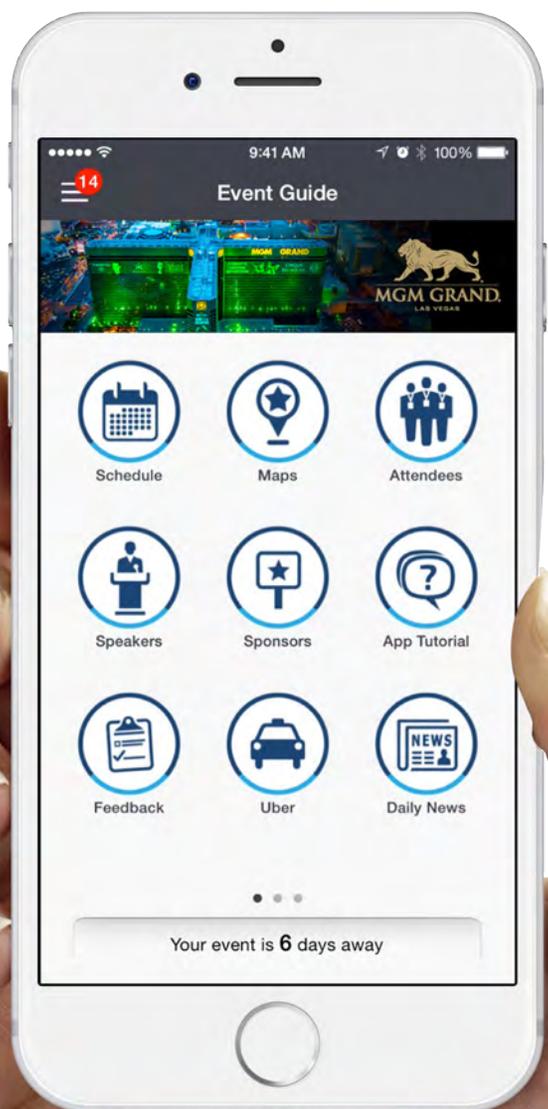
Source: [The Momentum of Mobile Apps Benchmarks Study](#) | Event Marketing Institute



# Banner Ads

- Most popular form of sponsorship for mobile event apps
- Appears at the top of the screen
- Cost-effective way to build brand awareness and reach attendees





## What's in it for sponsors?

Simplicity, for starters. Banner ads are super easy to create. Plus they're relatively inexpensive and can be highly targeted. With roughly five seconds of display time each time they appear, they're an appealing option for new companies entering the market and for larger companies that haven't partnered with you before but want to test the waters.

## Tips for selling

### Hit the target

Help sponsors get in front of the *right* people, instead of the most people. Consider selling ads that target segments of your audience. Display sponsor ads based on session preferences, company names, job titles, or practically any other characteristic. It's a strategy sure to lead to more meetings and sales.

### Get exclusive

Sponsors will pay a premium for exclusivity within your event app. For banners, you can allow one sponsor to own a particular space or even control all ads for a particular day.

### Finish strong

Given their simplicity and affordability, banner ads provide an opportunity to continue selling sponsorships even days before the event. Reach out to partners who were reluctant to sponsor before with budget-friendly banner options.

## Banner Ads

### Tech specs and tips

- Design for retina display: 640 X 150 pixels
- Save in a lossless format (e.g., png or gif)
- Define how much time each banner displays



#### CONSIDER THIS

When linked to outside landing pages, banner ads can be disruptive and diminish the attendee experience. Linking only to in-app sponsor profiles helps tie leads back to the app (which, in turn, helps with future sponsorship sales).

*“Our sponsorship banner ads were so successful they received more than 77,000 views at our event.”*

#### Jacquelyn Chi

Manager | Strategic Initiatives, The Culinary Institute of America

#### Type of ROI



Brand awareness

Direct audience engagement

#### Cost



Less

More

#### Required effort



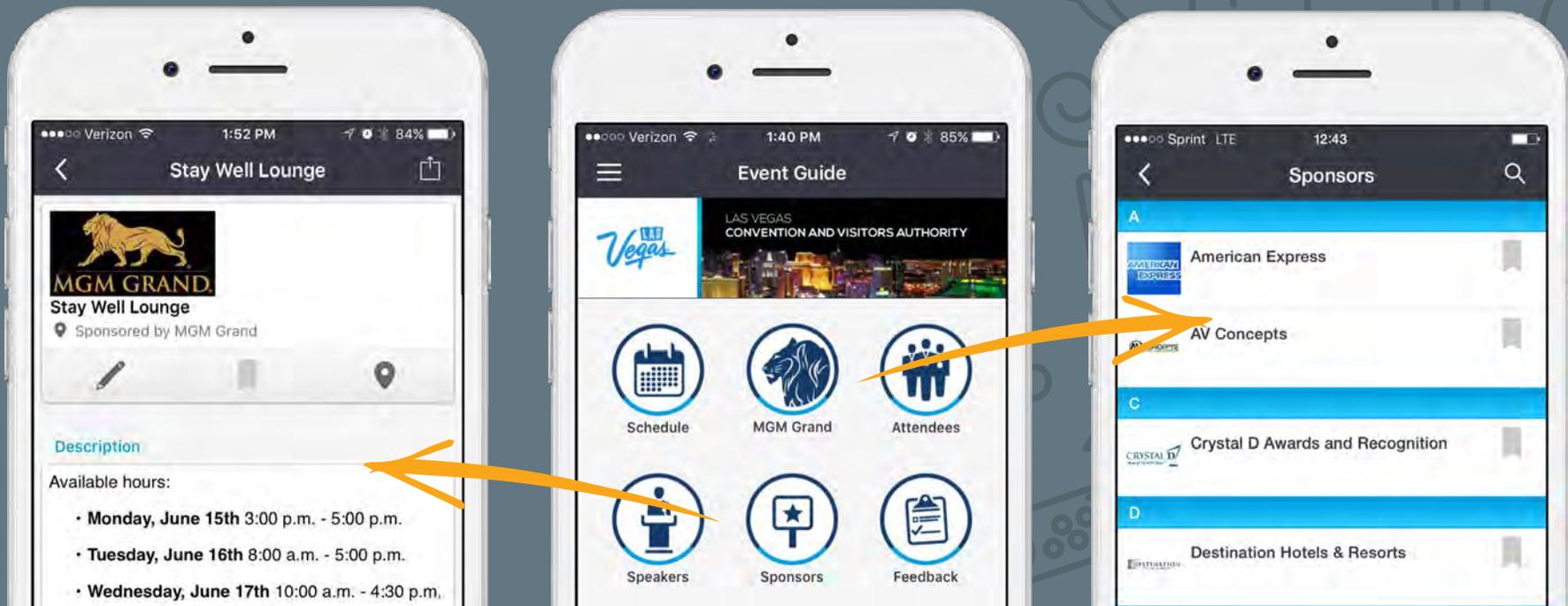
Less

More



# Sponsor Listings & Highlighted Exhibitors

- Profiles of each exhibitor and sponsor at the event
- Opportunity to buy featured placements
- Interactive experience for attendees to learn more



## Sponsor Listings & Highlighted Exhibitors

---

### What's in it for sponsors?

These profiles provide a media-rich opportunity for exhibitors and sponsors to promote themselves and their solutions. All exhibitors and sponsors should get a basic listing in your event app as part of their standard registration. However, there are several opportunities to upsell for added prominence within the app. And more visibility equals greater engagement.

### Tips for selling

#### Stop the presses, save costs

Think in terms of owning unlimited space and flexibility for additional information—collateral that would otherwise require printing, paper, and maybe even postage. Include PDFs, links to social media, photos, contact info, and so much more.

#### Rise to the top

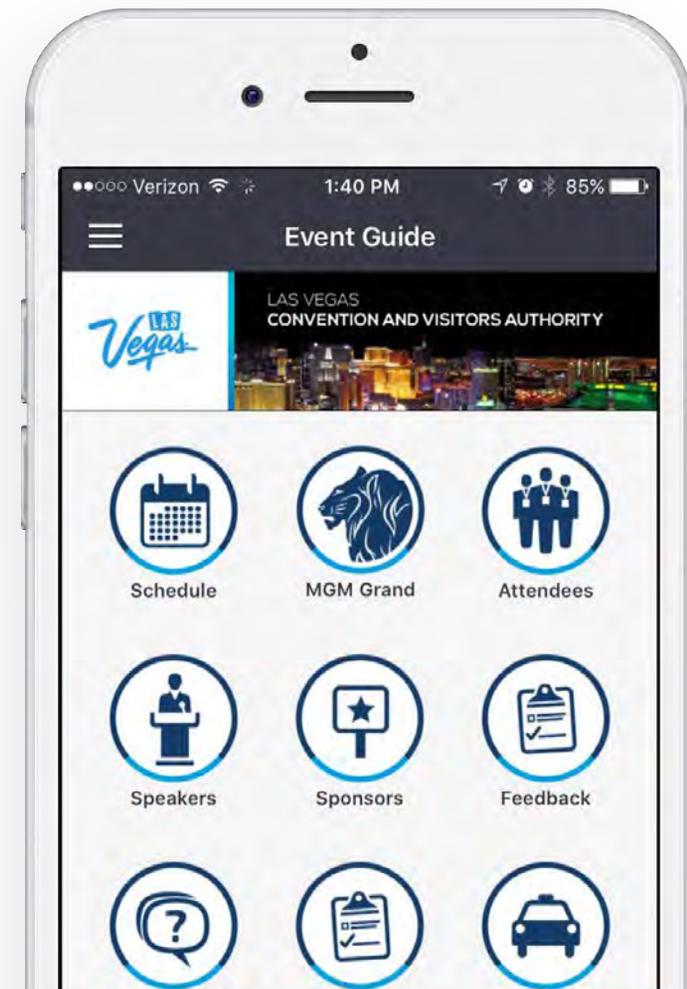
Your list of exhibitors and sponsors will be lengthy. One way to create a more premium offering is to give your sponsors more control of their profile. For example, grant Gold and Platinum partners direct access to their listing so they can modify or update their content as the event unfolds. Added control can make a huge difference in booth traffic or sponsorship interaction.

#### Be iconic

You can use the sponsor's logo as the icon image, which links directly to sponsor profiles. By granting a single sponsor the opportunity to have its own navigation icon, you're able to command significant pricing due to the visibility and access: one tap goes directly to the profile.

#### Shine a spotlight

For sponsors looking for a budget-friendly way to stand out on the list, consider offering the ability to have the sponsor bookmarked.



### Tech specs and tips

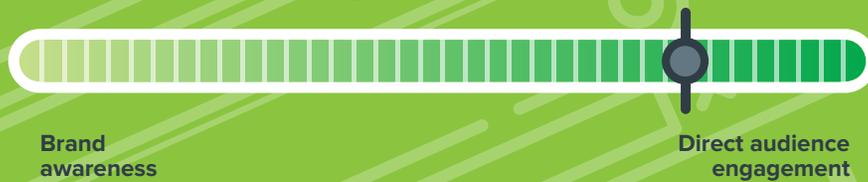
- Use logos and photos to bring profiles to life
- Keep descriptions fewer than 150 characters
- Encourage sponsors to link to a special landing page to capture leads



#### CONSIDER THIS

If your event has tiers for sponsors, you can supplement the value of those tiers (and therefore the price) by incorporating various visual elements. For example, highlight silver and gold tier sponsors to make their names stand apart.

#### Type of ROI



#### Cost



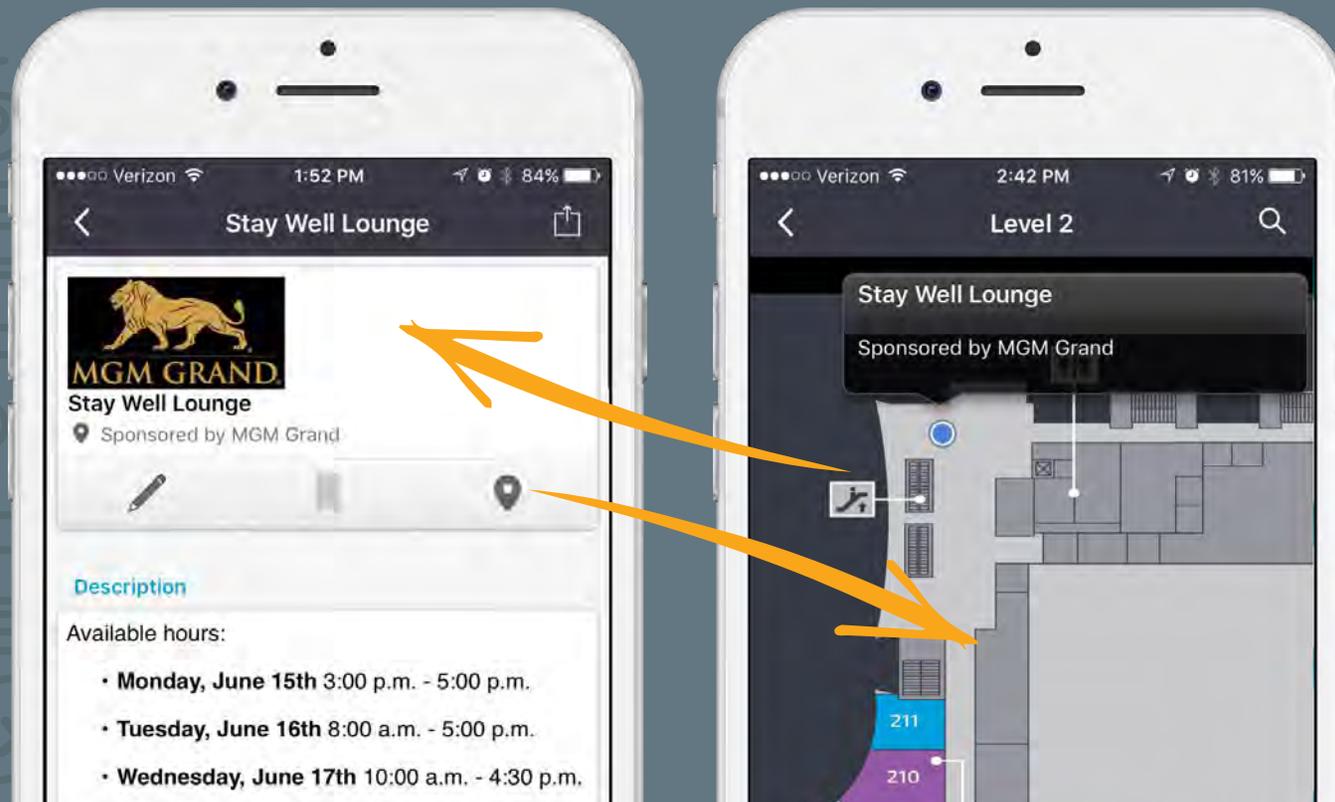
#### Required effort

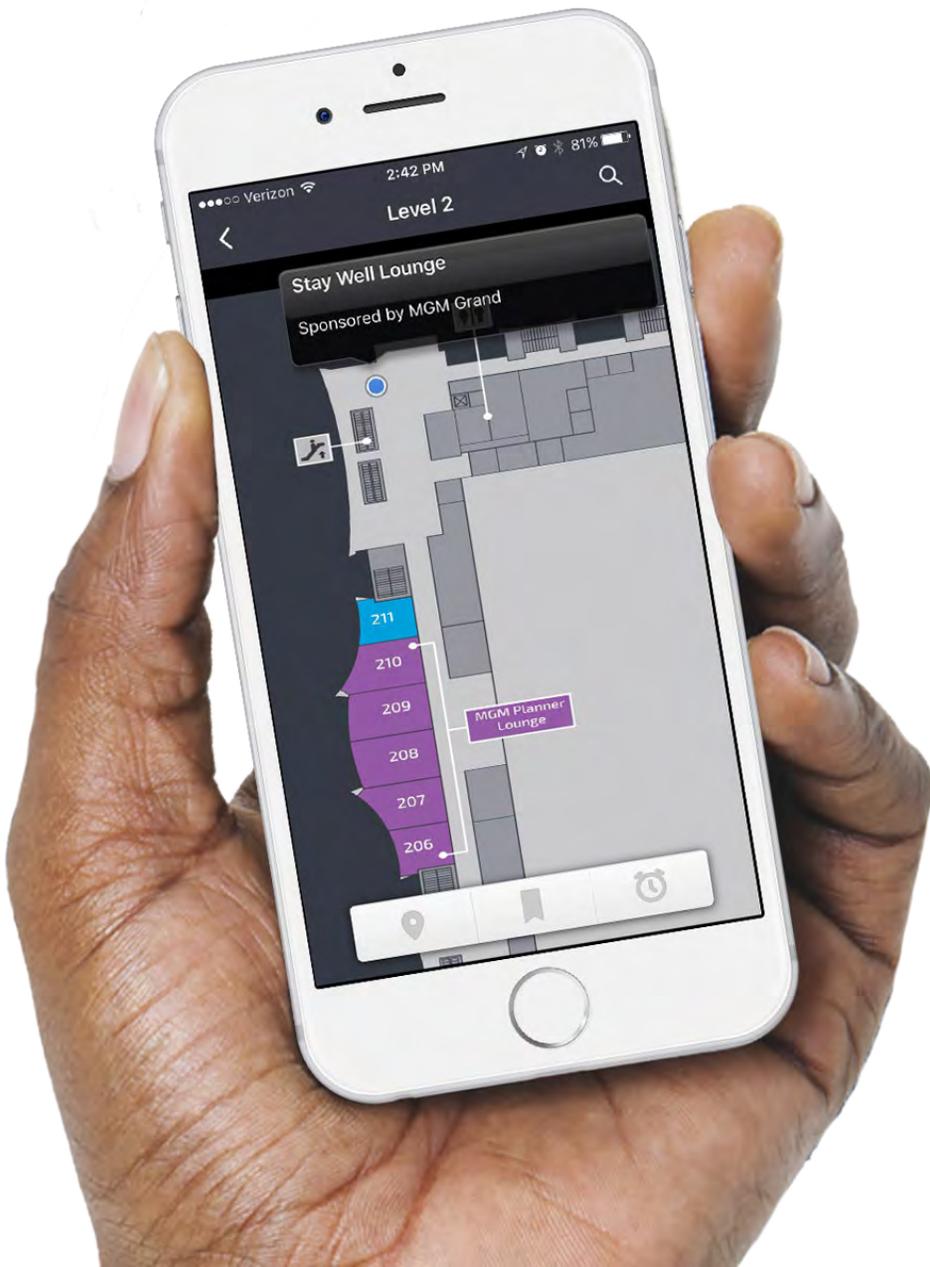




# Maps

- Aid to help users find sessions, expo halls, sponsor booths, and other landmarks outside the event
- Sponsor is highlighted along with interactive pins on the map
- Links to in-app company profile





## What's in it for sponsors?

By adding the sponsor logo to the map image or highlighting the sponsors' booths, you're allowing your partners to pop. Maps are often a highly visited component of event apps and provide yet another opportunity for sponsor success. When they buy the opportunity to have their booth pinned on the map, sponsors can increase their traffic and attendee engagement exponentially.

## Tips for selling

### Stick a pin in it

Map pins create a fun and effortless way to find a booth or room. Sponsors can pin their location on the floor plan so the event-goer knows right where to go. The tappable pin is ideal to be packaged with an enhanced sponsor profile so the payoff for tapping the pin is more than just the company's name, profile and booth number.

### Think outside the exhibit hall

Of all the sponsorship offerings, the interactive map is the most compelling value proposition for businesses that may not be directly involved with the event. To add revenue sources beyond exhibitors, you can pitch a map pin to nearby hotels, restaurants, bars, and other surrounding venues with the idea that out-of-town visitors are ready to open their wallets.

### A lot of good happens after hours

Help your sponsors add buzz for a well attended after hours event. For sponsors booking a restaurant for a meet-and-greet outside the exhibit hall, add value by suggesting an additional pin that identifies the venue.

# Tech specs and tips

- Emphasize to sponsors that no technical expertise is needed
- Save in PDF, SVG, AI, DXF, or other vector-based formats



### CONSIDER THIS

The map is truly interactive to let attendees zoom in and out, tap on pins for exhibitor and session info. As a value proposition, a tapped pin links the user to an in-app profile, which can ultimately convert to a lead.

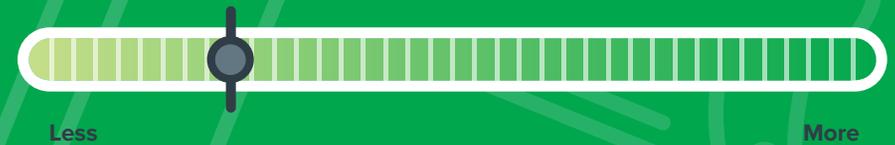
### Type of ROI



### Cost



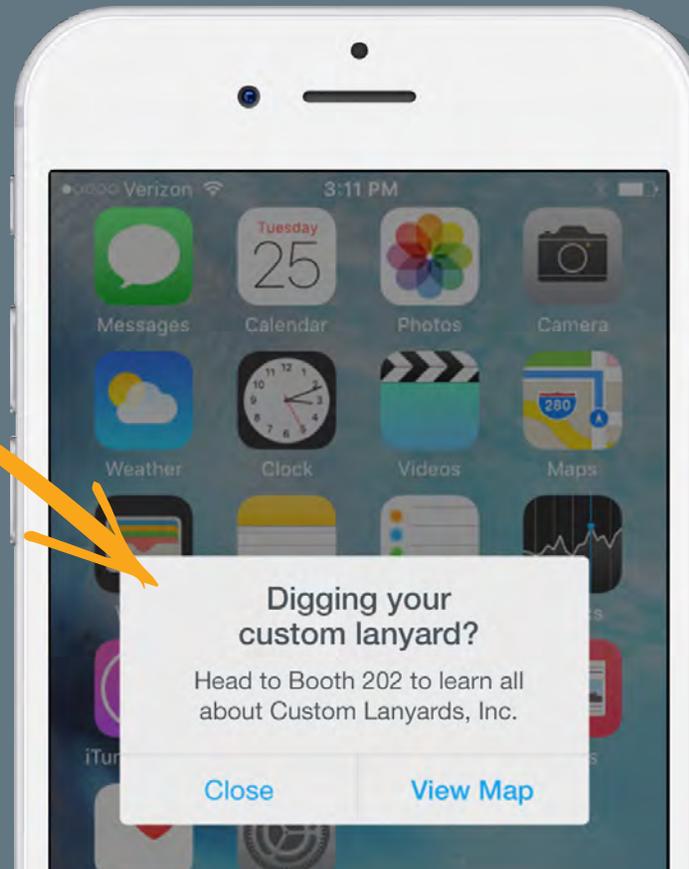
### Required effort





# Push Notifications

- Messages sent directly to event attendees' mobile device
- Notifications can be scheduled in advance or last minute, on-the-fly
- Reach all attendees or a select group at strategic times



## Push Notifications

# What's in it for sponsors?

Push notifications are the optimal way for sponsors to make important announcements and promotional offerings to attendees directly. These messages provide an effective vehicle for sponsors to remind attendees to stop by a booth, complete a survey, schedule a meeting, take part in a challenge, explain a change in plans, and—if needed—get them to a web page.

# Tips for selling

## Impossible to ignore

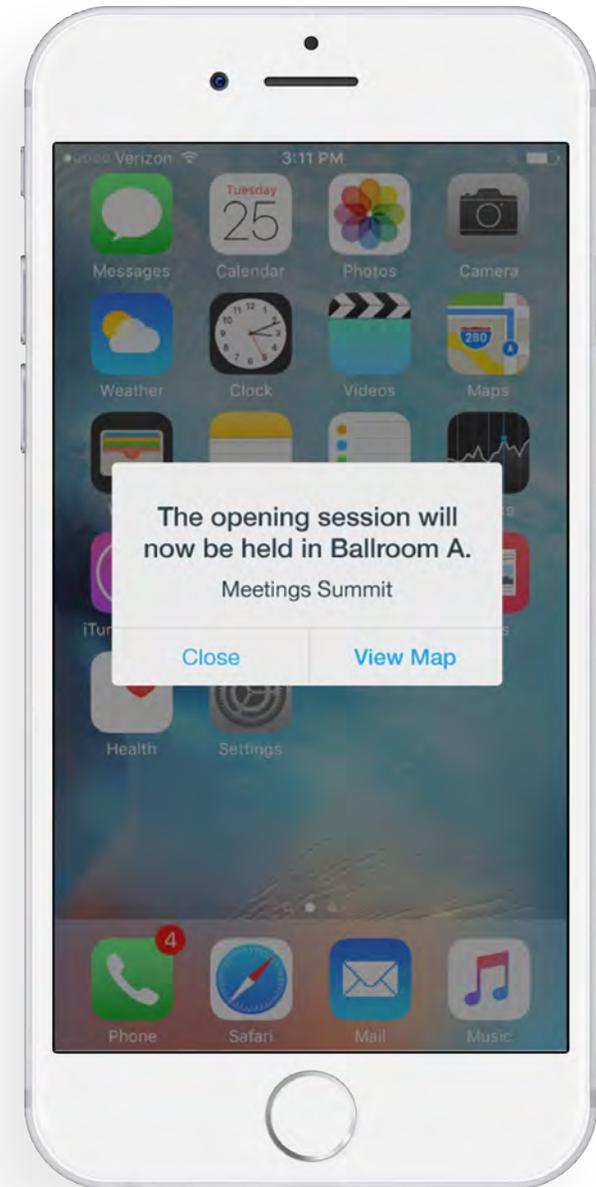
As a key value proposition, the notification is the app's most immediate form of communication. For example, push a message such as "You're invited to a VIP event: Find out where to pick up your pass." Tapping the message can then take the user to a page within the app with more information such as location details, speaker profiles, attached collateral, and more.

## Experience is everything

For an effective strategy, focus on timing a singular message. For example, when alerting attendees of a sponsored evening reception, send your notifications between courses. Or time it so that attendees get asked to stop by a booth right before the exhibit hall opens. Also be mindful of the user by limiting the quantity of messages, segmenting the audience, and aiming for relevance.

## Messages get through

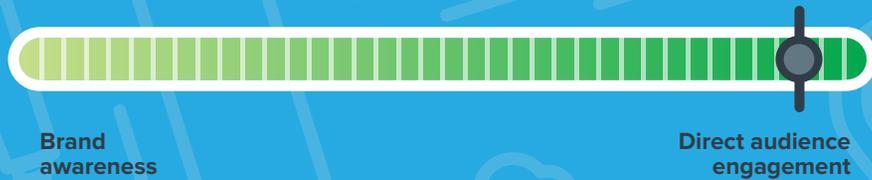
Attendees are sure to get your message because they appear in the Activity Feed notifications within the app. A push notification appears on an attendee's screen even if the app is closed. If an attendee turns off push notifications, the message still appears within the Activity Feed in the app.



### Tech specs and tips

- Improve readership through timing and relevance
- Send no more than one message per hour to avoid message overload
- Limit to 160 characters or 20 words

#### Type of ROI



#### Cost



#### Required effort



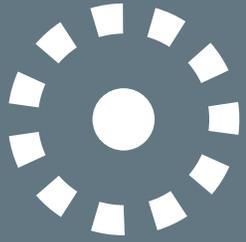
#### CONSIDER THIS

Emphasize how push notifications give sponsors an opportunity to communicate to attendees directly with a read rate 50% higher than opt-in emails. At the very minimum, it's a built-in mechanism to get a message through.

*“We gave our sponsors the opportunity to use push notifications to let attendees know when free food samples were available. It was wildly successful at driving traffic to specific sponsor booths.”*

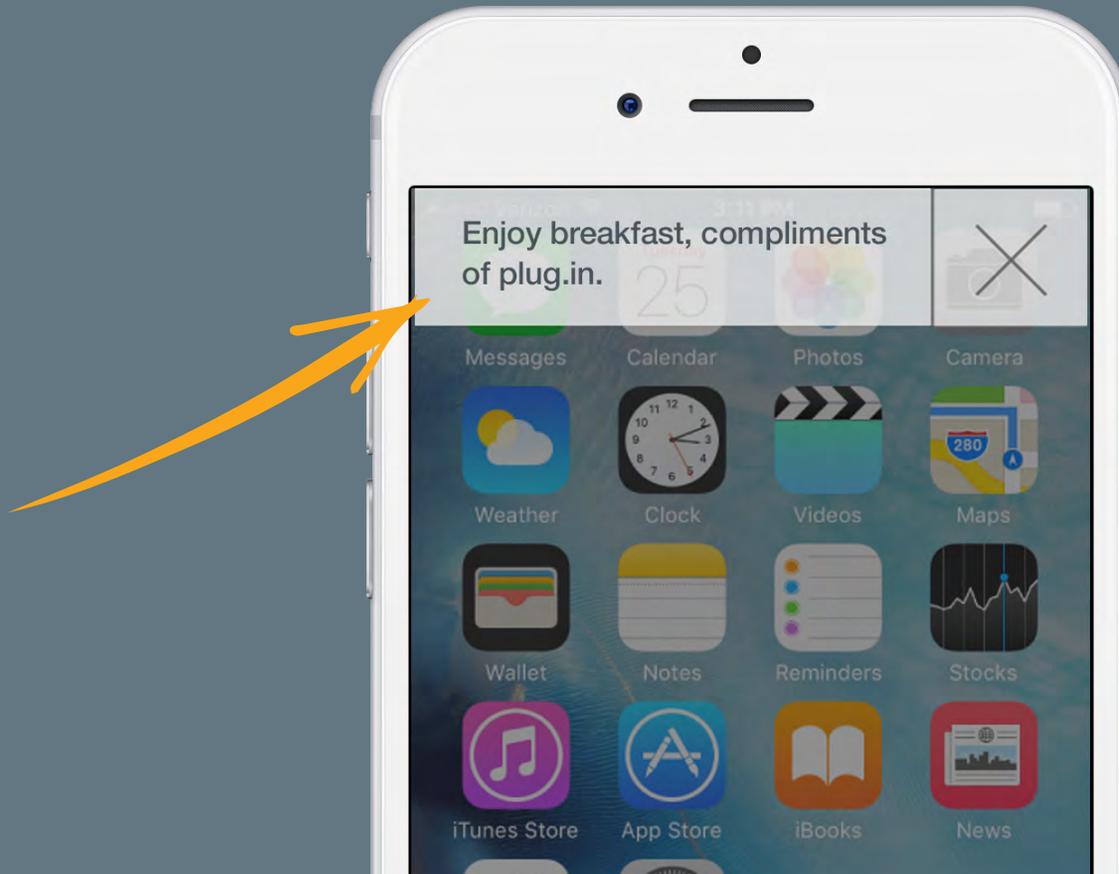
#### Joe Ventimiglia

Operations Services | Checkers and Rally's Restaurants



# Beacons

- Notifies attendees with a location-based message
- Bluetooth-enabled device triggers messages to passers-by
- Effective stopping power to encourage interactions and take users to sponsored profile





## What's in it for sponsors?

Beacons are an innovative way for sponsors to draw people into an exhibit booth or session. When attendees with Bluetooth-enabled devices approach a beacon, they receive a message on their device.

## Why it pays: ideas for selling

### Booth magnet

Sell the beacon as an effective way to guide attendees right to the sponsor's booth. Offer exhibitors a mounted beacon at strategic locations to trigger action-based alerts as attendees pass by: "Stop by the Resin Ranch booth, enter to win an iPad!"

### Give 'em what they want

Behind every good presentation is a set of materials that attendees want to get their hands on. As attendees are leaving a presentation, a beacon in the doorway can trigger a notification to remind them to check the app on how to get the sponsoring-presenter's materials.

### Added exposure

Give sponsors of receptions and meals an extra spotlight by including a beacon alert as part of their package. When attendees get near the buffet line, they can receive a bon appétit welcome that identifies the sponsor. When tapped, the attendee sees a detailed session page or sponsor profile.

## Beacons

### Tech specs and tips

- Mount beacons on walls, booths, and doorways
- Set alerts to transmit at three range settings
- Collaborate with a sponsor for a strategic location



#### CONSIDER THIS

For maximum impact, place beacons in areas with the most traffic. These often include the entry into the main exhibitor's space, keynote sessions, meals, parties, and receptions.

#### Type of ROI



#### Cost



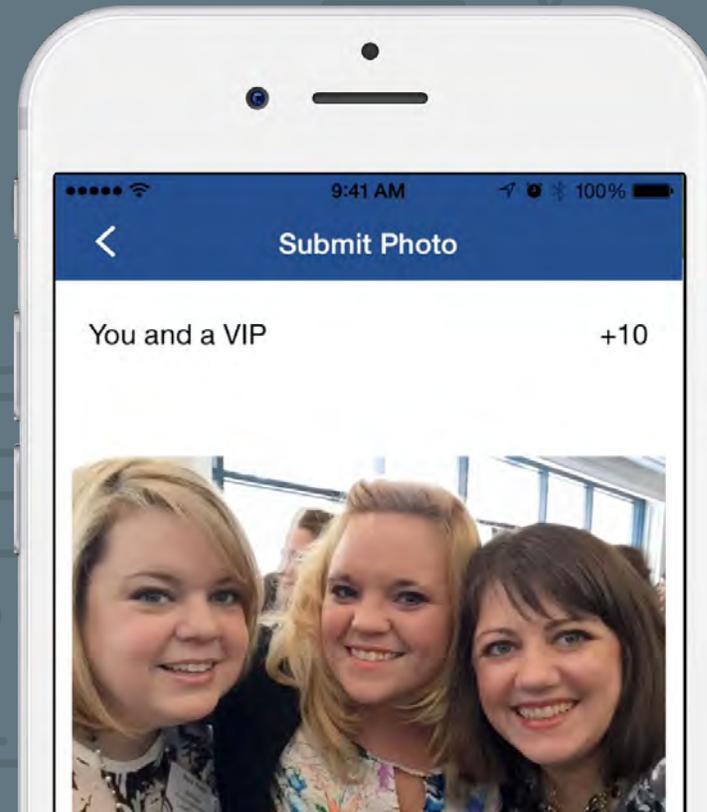
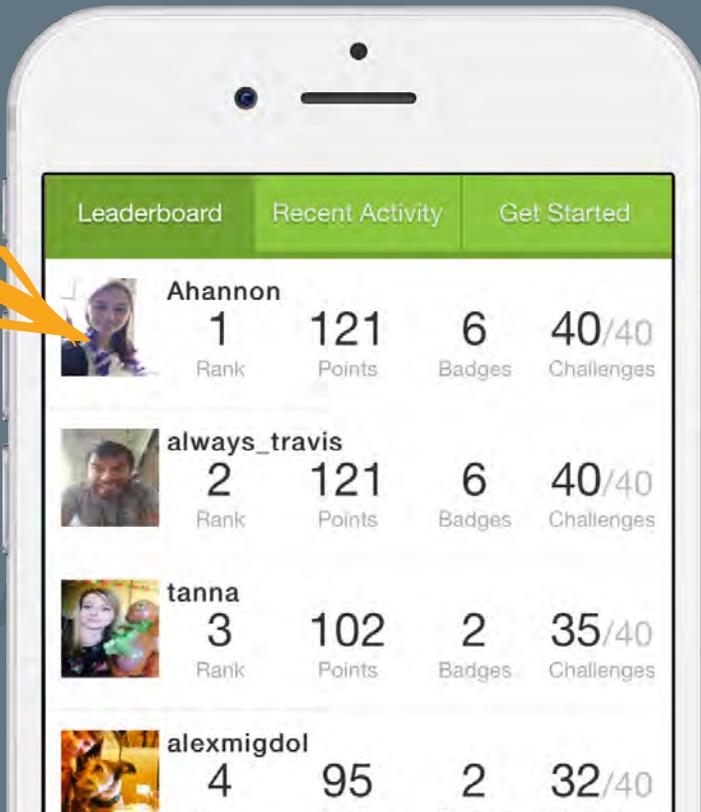
#### Required effort





# Gamification

- Interactive scavenger hunt feature
- Attendees compete to win prizes
- Fun way to network, get people to the booth, generate leads



# What's in it for sponsors?

Games are all about fun! Among the most interactive offerings, gamification can be sponsored to drive revenue and increase traffic to exhibitors' booths. With the photo-based scavenger hunt, attendees are prompted to complete challenges and collect points by posting photos. The top point-earners are then ranked on a leaderboard for everyone to see in real-time. Sponsored challenges are designed to encourage visits to sponsors' booths.

# Why it pays: ideas for selling

## Create fun

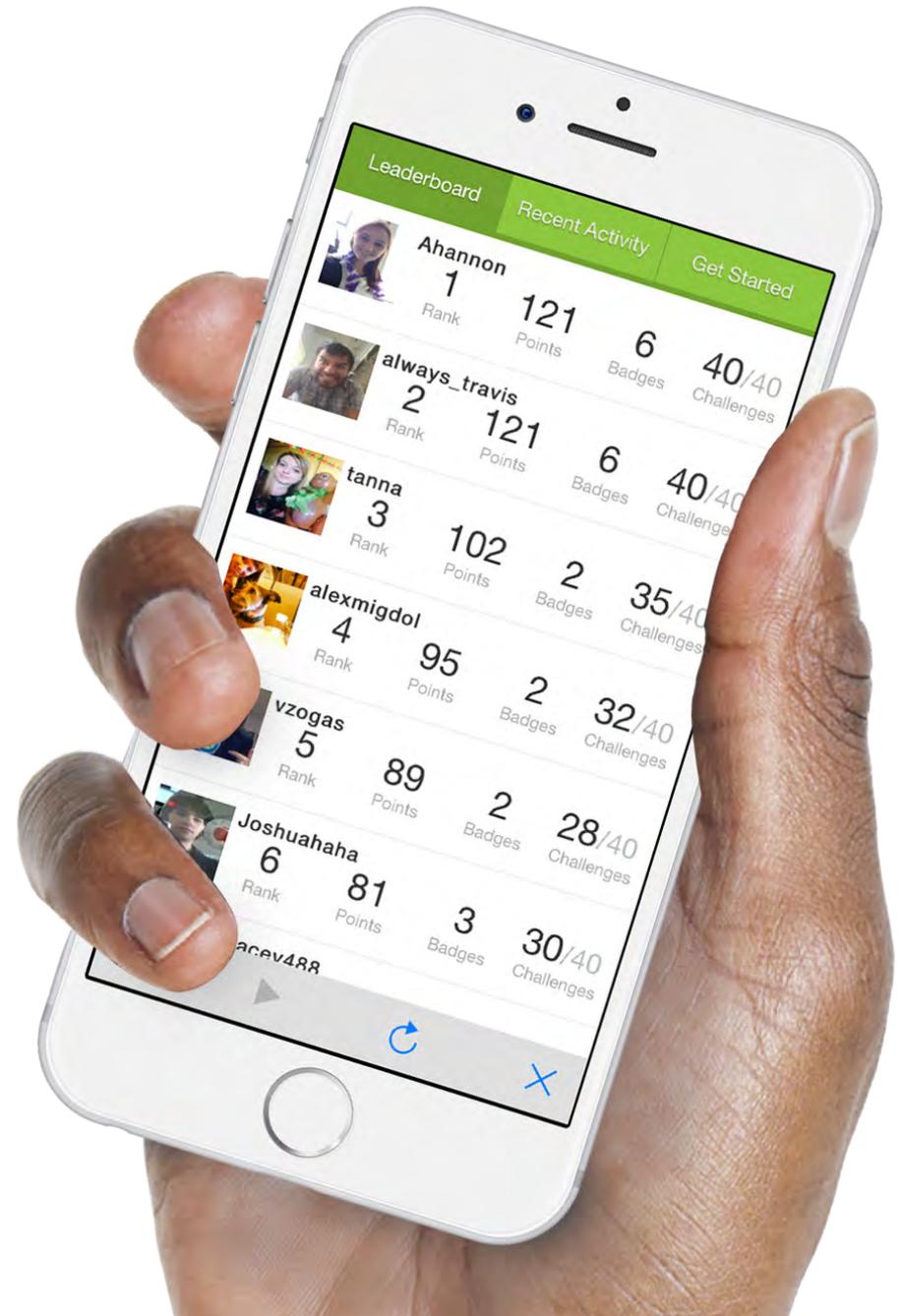
People enjoy social activities. They also enjoy completing challenges. And there's nothing like instant gratification. The in-app game sets up your event with all three. It also takes the pressure off of networking and makes it easy for exhibitors and sponsors to connect with attendees.

## Motivate gamers to sponsored booths

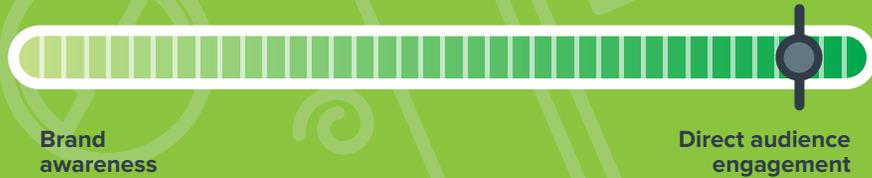
To add more incentive for attendees to visit a sponsor's booth over other exhibitors, assign higher point values to sponsored challenges.

## Selfie action

Camera integration allows attendees to snap photos without leaving the app. Attendee photos are connected to their account and planners can moderate photos if needed.



### Type of ROI



### Cost



### Required effort



### CONSIDER THIS

Everyone who plays fills out a profile, and every profile makes for a great opportunity to get a new email address. That's why it pays to get creative and leverage the fun factor.

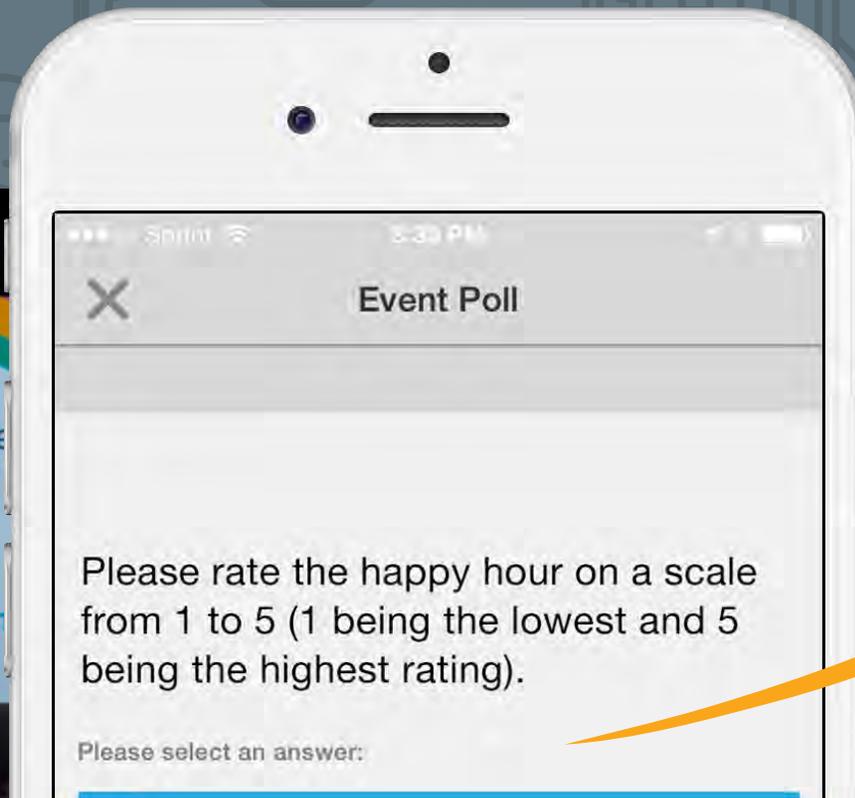
One-third of Global 1000 organizations use a form of gamification to improve business operations.

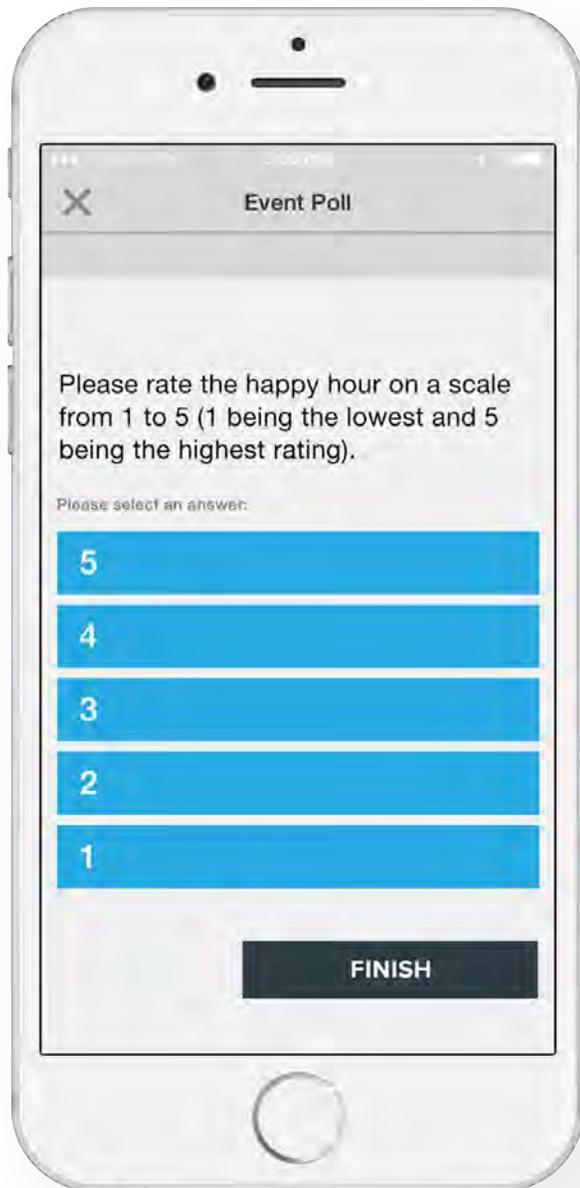
Source: True Office



# Surveys & Interactive Polling

- Provides an opportunity to get instant feedback from attendees
- Capture opinions by sharing surveys via push notifications, session pages, or sponsored listings
- Higher response rates than paper-based surveys





## What's in it for sponsors?

Surveys and live polls are a great way for a sponsor to start a dialog with attendees and gather comprehensive data from whatever segment or audience they choose. For a sponsor wanting to support one of its presenters, a live poll enables the speaker to connect with the audience in real time. Surveys are great for gathering private feedback. Results can be an asset long after the event.

## Why it pays: ideas for selling

### Visible community-building

Polling gives sponsors a convenient way to gain insight into their audience, whether it's all of the attendees or only those attending a specific session. As a result, your sponsor gets access to information that would be cumbersome—and expensive—to capture any other way.

### Live surveys for long-term leverage

Conduct the survey right there at the event and post results during the session or immediately after. But it doesn't stop there: your sponsor can continue the conversation after the event too, which means additional touch points, customer data and feedback. And an additional revenue opportunity for you.

### Quiz show

Make it fun. A quick quiz is one more way for a sponsor to make an impression.

## Surveys & Interactive Polling

### Tech specs and tips

- Use multiple choice, true or false, images, or open response formats
- Pre-schedule polls and surveys in advance of the event



#### CONSIDER THIS

Sponsors most likely to be interested in surveys and live polls are those with educational content to present. Close the deal by reiterating the value of audience participation and interaction.

*“We often hear our attendees aren’t tech-savvy and don’t use mobile apps, but our download rate was over 80%.”*

**Courtney Young**

The National Council for Community, Behavioral Healthcare

#### Type of ROI



#### Cost



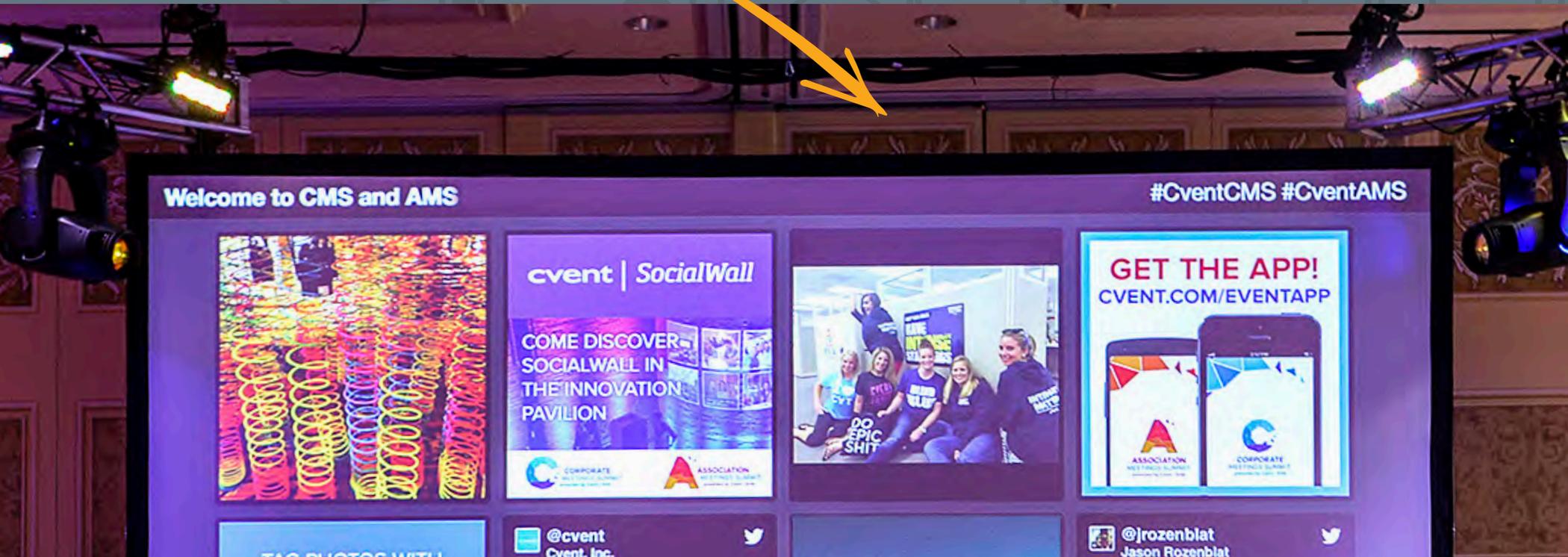
#### Required effort





# SocialWall

- Captures all social media activity that includes the event hashtag
- With bigscreen projection, fuels more engagement with “can’t-miss” visibility
- Opportunity for sponsors to customize and broadcast their own messages



# What's in it for sponsors?

The SocialWall gives sponsors a big stage to tell their story, fuel their event presence, and build a social media following. With this option, you're able to give sponsors the opportunity to create and share their custom posts, photos and promotions. Without a doubt, they'll love the attention they get.

# Tips for selling

## Before, during, and after

Content is curated through an exclusive hashtag that you create, so be sure to get it started—and begin promoting and using it—several months before the event. Posts displayed on the SocialWall will create excitement, raise awareness, and generate more engagement for sponsors.

## Premium sponsor gets extra

The standard SocialWall offering allows you to promote sponsors through Twitter and Instagram posts using a pre-determined event hashtag, which feeds into the app's Activity Feed. As a premium offering—to heighten exposure—sponsors can have enhanced control by displaying the activity feed on a large projector or TV. They're also given the opportunity to drive the SocialWall by using their own promoted hashtags and posts.

## Tie it all together

Camera integration allows attendees to snap photos without leaving the app. Attendee photos are connected to their account and planners can moderate photos if needed.



## Tech specs and tips

Price the SocialWall sponsorships to cover the cost of big screen projection.

### Type of ROI



### Cost



### Required effort



### CONSIDER THIS

The SocialWall gives you a valuable marketing tool to build on your own successes. Because all of the social media buzz can live on your website, you're able to parlay past excitement for prospective attendees checking out your website. What will they see? Your event looks like a blast.

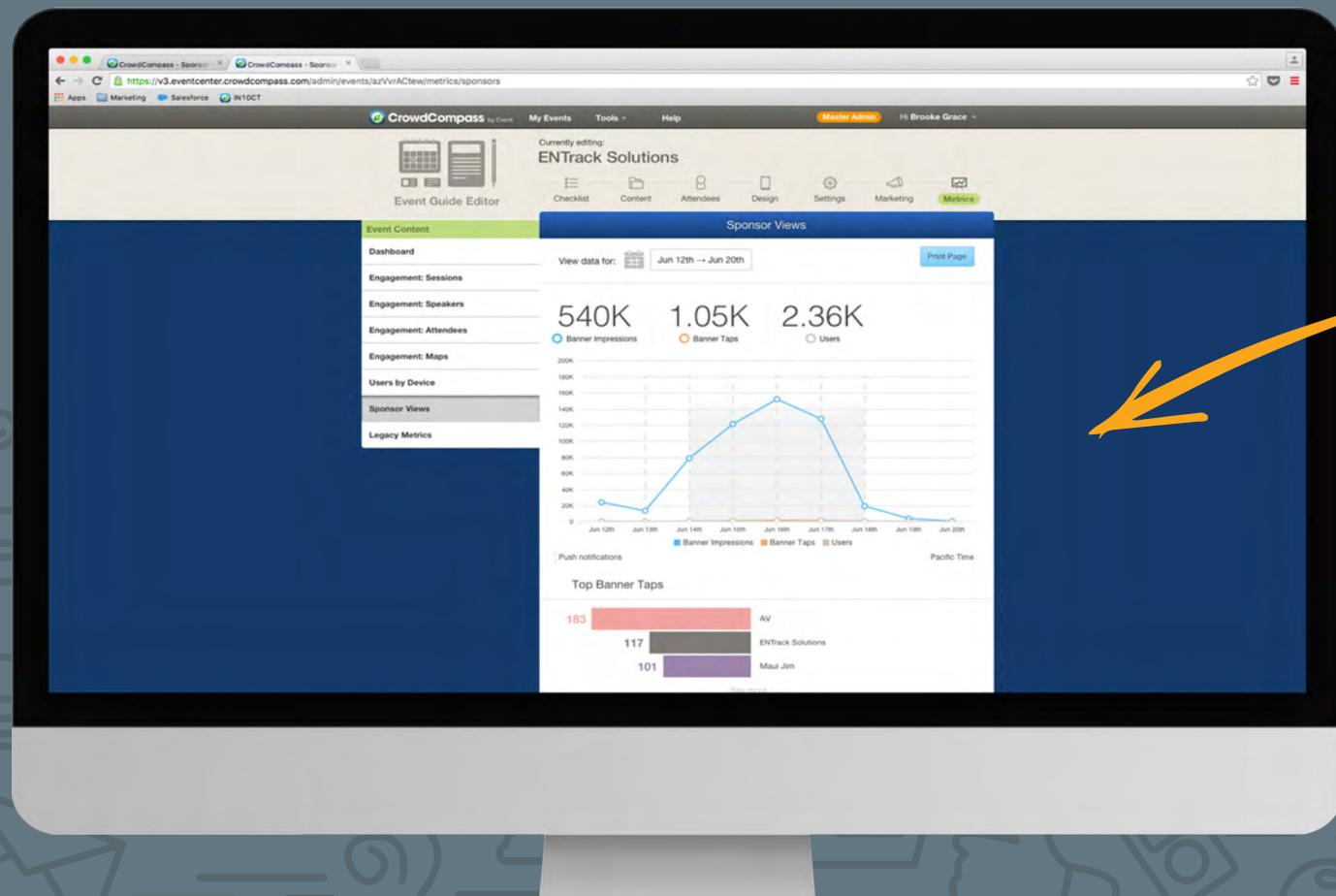
*"We use the SocialWall to replace the signage that were traditionally used to recognize sponsors and important donors."*

**Lauren Stabert**

The Children's Inn at NIH

# Leverage: Metrics for your ROI

Track app performance, measure how and when the app is being used, and monitor activity in real-time. Your app's metrics are clear as day. No matter where you are in the sales process, you're equipped to leverage the numbers to quantify a return on investment.



## All the numbers your sponsors could possibly want to see

With concrete numbers, you're able to bring sponsors back year after year. For prospective partners, let them know your metrics are both deep and wide, capturing taps, impressions, views, and more. It's automatic. As the planner, you even have access to a real-time dashboard, accessible through your browser. You not only get to view how many people are using the app and the number of minutes the app is open; you also have a window into:

- Taps on banners and icons
- Views of sponsors' profile pages
- Views of session descriptions
- Attendance at sessions

## All those engaged attendees tell a story of a great event

In addition to quantifying usage, reporting features also capture how the app's sponsorship opportunities contribute to the overall event experience. Whether the attendee is viewing profiles, tapping banners, sharing on social media, and engaging at sessions, the numbers demonstrate the app's staying power, which ultimately drives leads.

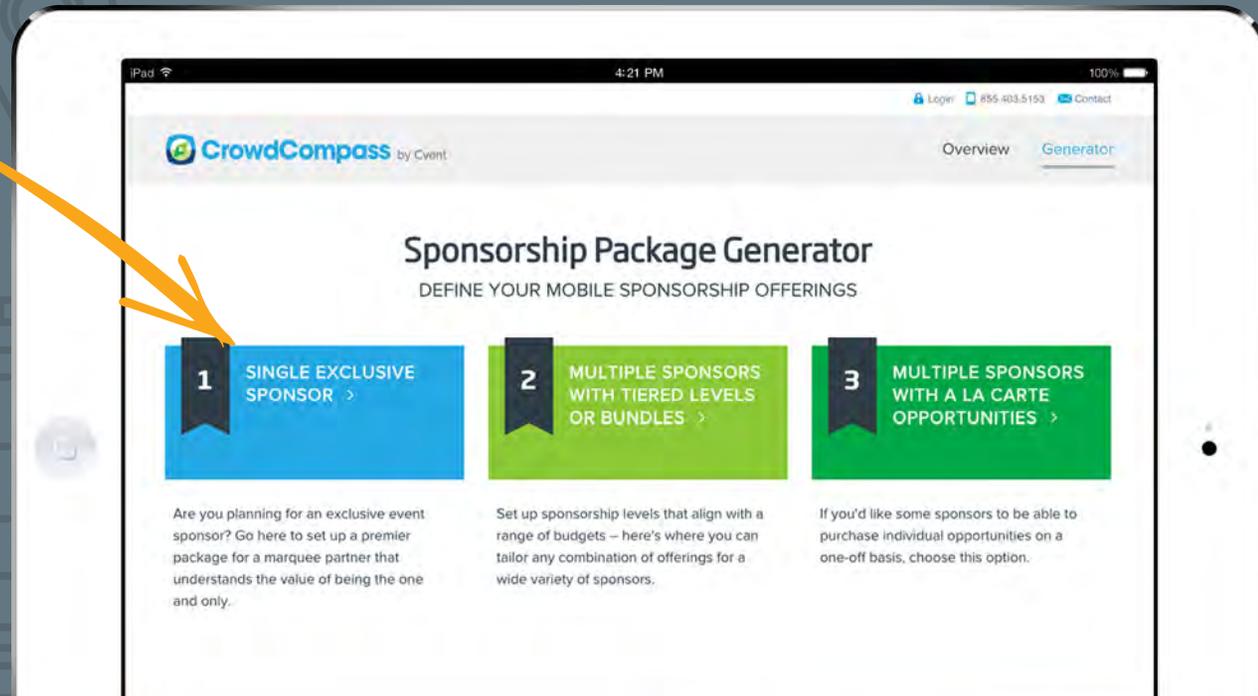
## As a premium, slice and dice the numbers every which way

For your most discerning—and higher paying—sponsors, offer them a print-friendly export of charts and tables, which gives them a complete visual into app performance. These reports also provide excellent validation for future events: In just a few pages, prospective sponsors can see how their marketing dollars drive measurable exposure.



# Define: How to structure your sponsorship packages

Lumping everything you can into a sponsorship package might get the invoice out the door faster, but it will also result in lost revenue opportunities. It's always helpful to take a sponsor-centric approach and consider their objectives when developing your packages.



# Divvy up your offerings

Package the right set of features for all sorts of sponsorship budgets. After reviewing the suggestions below, take the next step: put everything in its place with our [Sponsorship Package Generator](#).

## Bronze

**Goal:** Be seen

**What to include:** Banner ad and sponsored listing

For entry-level sponsorships, choose options that only require simple set-up and creative resources build brand awareness and generate interest. Sponsors who participate at this level are often dipping their toes in and focused on getting noticed at a low cost.

## Silver

**Goal:** Be seen and heard

**What to include:** Banner ads, sponsored listings, interactive maps, push notifications, beacons

Brand awareness remains a key value proposition for silver sponsors but they also seek one or two opportunities to directly engage with attendees. Consider a mix of app sponsorships that drive awareness (such as banner ads) and engagement (such as push notifications for enhanced profiles).

## Gold

**Goal:** Make a connection

**What to include:** Banner ads, sponsored listings, interactive maps, beacons, push notifications, gamification, SocialWall

Gold-level sponsors are serious about gaining credibility as thought leaders within your community. They see the impact of having a conversation and value opportunities that will lead to lots of meetings with qualified prospects. Offer a strong mix of sponsorships but make certain you give them ways to make real connections.

## Platinum

**Goal:** Build a relationship

**What to include:** Anything and everything

Your flagship sponsor rules the roost. At this level, they're looking to be in the spotlight for the duration of your event and will want to take advantage of the majority of app elements. Consider building flexibility into your platinum level sponsorship that allows partners to customize their engagement toward your attendees. If they want this instead of that, be prepared to assemble a mix they will get excited about.

# Promote: Communicate a high-value opportunity

Now that you have context for pricing your sponsorship offerings, you're ready to promote why the app is a low-risk and high-value opportunity for measurable exposure.

**Exclusive Sponsorship Package**  
\$500,000

- Splash Page**  
A full-screen ad displays v
- Push Notification**  
Messages get sent directl and segmented for select
- Banner Ads (3)**  
Rotating banner ads appe way to build brand aware

LOGO

Company Name

Event Name  
January 21–January 31 | 555-5555 | www.event-url.com

# Keep delivering the core message

Mobile app sponsorships are going to significantly improve your sponsors' ROI and make it more worthwhile for them to attend your event.



## Results by any measure

Let sponsors know your app will deliver rock-solid metrics because of the complete in-app experience. Sponsors get to see impressions, views, likes, shares, leads, and technologies.



## Adoption is a fancy word for downloads

Everyone can download. And everyone gets a snappy user experience. Your sponsors are supported with resources to make sure the app is going to perform throughout the user experience. You and your Partners are backed by a simple, seamless, and robust platform.



## Responsive and accessible

The user experience is consistent across all devices so everyone can view and interact with the app, whether it's iPhone, Android, BlackBerry and Windows phones as well as tablets, laptops, and more.



## Be a forward thinker

Print is so yesterday. Not only are signs, posters and flyers quickly becoming a relic, they're nearly impossible to track as an ROI metric. Advocate how much more value your sponsors will get with interactive, tappable, and measurable brand visibility.

# Ready to monetize?

---

**Define it. Price it. Sell it.**

Get started organizing your sponsorship packages.

[Sponsorship Package Generator](#)

 **CrowdCompass** by Cvent

[www.crowdcompass.com](http://www.crowdcompass.com)