

# Securing Sponsors For A Lumberjack Contest

By Gary "Tiny" Hammond

One of the main concerns in running a lumberjack competition is where to get the capital necessary to make the show a success. Sponsorships can be a great way to cut your costs and can be an excellent way for potential sponsors to advertise. The main thing to remember when thinking about getting sponsors is that it's up to you to initiate the contact, and to actively solicit the potential sponsor's help. The worst thing that can happen is that you will get "no" for an answer.

## Potential Sponsors

Lumberjack sports can be tied to a vast number of potential sponsors. Your initial work should begin with the lumber industries in your area. If you don't happen to have a major paper mill in your back yard, move on to the local sawmills. Remember you need timber to chop and saw, and sawmills produce timber. Go from there to the local chainsaw dealers, lumberyards, log home distributors, and any other businesses with a link to the lumber, paper or logging industries. Listed below are some further examples of potential sponsors for a Lumberjack Contest.

### Partial Listing of Other Potential Sponsors

- Hardware Stores.
- Outdoor Equipment Dealers.
- Real Estate Companies.
- Building and General Contractors.
- Stationary Stores (stationary comes from paper, paper comes from trees).
- Boot and Outdoor Clothing Companies.
- Super Markets and Food Distributors.
- Soda Pop and Beer Distributors.
- Petroleum Distributors.

## Your End of The Bargain

If potential sponsors are going to give you money or supplies, they are going to want something in return. The best thing you have to offer them is a venue to advertise and promote their products. The following are some common methods used by event organizers to uphold their end of the bargain.

1. Strategic Placement of the Sponsor's Banners & Placards.
2. Ads in the Event's Program Book.
3. On-site Distribution of Promotional Fliers and Handouts.
4. Verbal Recognition Over the Event's Public Address System.

## Merchandising The Event

When approaching your potential sponsors it would be a good idea to have some photographs from previous competitions, showing the banners and placards of past sponsors. Most competitors and associations have such pictures and would be glad to loan them to you. Generally, the pictures are of the actual competitions, but the banners and placards are clearly visible in many cases, as is the crowd. Remember, potential sponsors want to reach people with their products and/or services, and you need to show them that sponsoring your competition will do just that. When making your presentation to potential sponsors approach it as though it was a sales pitch. Be creative and the possibilities are virtually limitless.