

**WANT TO COME TO THE BLOGPAWS CONFERENCE BUT...JUST CAN'T SWING IT?  
FIND A SPONSOR... OR THREE.**



Several years ago, long before she started BlogPaws, Yvonne DiVita was invited to be a blogger at a *Fortune Magazine* conference on innovation. She knew it was going to cost her at least \$1,000 – and no way did she have that kind of money lying around. However, this was an opportunity she felt she couldn't pass up. So she turned to her blog, Lipsticking, and offered small businesses in the area ad space.

This document shares her approach, how it worked for her at that time, and advice on how to repeat her success at securing sponsors to help pay her way to a conference she wanted to attend.

**NOTE:** BlogPaws has specific guidelines to what our bloggers can do as a sponsored blogger at our conference. Please read through the guidelines and become familiar with our terms if you attend as a sponsored blogger.

Here's what Yvonne did (and you can, too):

Yvonne had Tom put a button on the Lipsticking site offering ad space, with a short explanation of the benefits of advertising on her blog. She sent this invitation to a number of local people. In her case, it seemed important to let folks to know what brands or CEOs would probably be watching the blogosphere, including the Lipsticking

blog, and would therefore see the sponsored logos. Her ad invitation was to put a LOGO on the blog, nothing else. This is even MORE effective today, because you can add hashtags to the images!

Sponsorship was set at an easy price of \$100 for a small 125 X125px ad to show in the blog's sidebar. This ad would run from the day of payment received (using PayPal) from the sponsor, stay live above the fold for all the weeks leading up to the conference, during the conference, and for a month following. All in all, it was about three months. At that time, it was a great deal for \$100. Today, it would be a FANTASTIC deal for \$100. A key factor to remember is: will the logo be visible to enough eyeballs, to make it worth the \$100 that you're asking someone to pay? If your blog is small, but the ad/logo is up for several weeks, that is \$100 well spent for any local brand. If your blog is medium to large, in traffic, that's a steal. And, because Yvonne needed \$1000 she LIMITED the offer to 10 companies. Offers that are limited to a small number of participants may be more attractive to most businesses.

### **Yvonne Secured 10 Sponsors - Raising Her \$1000 In A Matter Of Days.**

Today, she would offer both an ad/logo in her sidebar, and a specific number of social mentions. She might even do a special blog post. She would not hand out content, as that gets to be annoying. Social shares, mentions and recommendations go further than printed product that may get lost or thrown away. Plus, you can track your social shares to provide a report to your sponsors following the conference.

If you follow the bulleted list below, you have a good chance of getting sponsored to come to the BlogPaws Conference, where your presence and blog posts/ Twitter mentions/Facebook posts/Instagram or Pinterest pictures with appropriate hashtag will provide major attention for your sponsors.



## HOW TO GENERATE SPONSORSHIP ON YOUR BLOG TO ATTEND A CONFERENCE LIKE BLOGPAWS

- Invite local brands that want to reach consumers, pet people and other pet brands, a way to showcase their information in your sidebar.
- Post a button of the sponsor logo with a link to a landing page provided by sponsor.
- Create a blog post talking up the sessions and purpose of BlogPaws, including our “giving back” to shelters and rescue sites and include links to your sponsor sites.
- Offer a specific benefit: Tweeting, blogging, using a special hashtag (and the #BlogPaws hashtag – using this guarantees more people will see it) and otherwise giving your sponsor attention he or she might not otherwise receive (within our guidelines shared below).
- Put your sponsor’s logo(s) in your newsletter and run ads for them for 2 weeks prior, and 2 weeks (or months) after the event. Add your sponsor’s logo to your business card or brochure. You are free to share those within the conference venue.
- Know how much you need to raise and be honest about it. Once you reach that level, cut the sponsorships off. Three good sponsors get more eyeballs and attention, than a dozen. They’ll know that.

Always trust your instincts, and be proud of your accomplishments on your blog. Your enthusiasm will sell the sponsorship as much as the sponsor’s desire to “be” at the conference, via your presence there. Make sure you demonstrate how many people will see the ad, who they are, and why it’s of value to the brand.

Don’t hesitate to email companies that might have a vested interest in being at BlogPaws, but don’t have a big enough staff to send someone from their office. The possibilities are endless as to who might want representation there – small retail stores with an online presence, small pet product companies, authors, pet photographers, artists – think outside the box, even automotive companies have reasons to get in front of pet people – think Subaru’s “Dog Test, Dog Approved” commercials.

<http://blogpaws.com/bloggers-resource/top-10-tips-how-to-get-a-sponsor/> <<<<-- Pick up pointers here.

It all breaks down to value: the value to the sponsor of having you at BlogPaws blogging and tweeting or mentioning in other social communities about the conference, about the sessions, and **about them**. Make sure you tell them that it isn’t only your blog that they will be seen on – they will be part of a much bigger event, and noticed by your readers, the BlogPaws readers, and our speakers and brands. We’re talking hundreds of thousands of eyeballs watching the #BlogPaws hashtag, over the period of time they will be sponsoring you. Money well spent, indeed!

## GENERAL GUIDELINES FOR SPONSORED BLOGGERS AT BLOGPAWS 2015

We encourage bloggers to seek sponsorships from companies interested in joining us at BlogPaws to be part of the fast-growing pet blogger community. However, sponsored bloggers make up a small part of the overall attendance at our conference. To help guide both bloggers and brands, this document shares our suggestions and the limitations to staying ‘legal’, thereby not incurring the wrath of the BlogPaws *Pawleece*.

### WHAT IS A SPONSORED BLOGGER AND HOW CAN I BE ONE?

Sponsored bloggers attend the conference on behalf of a brand or company that is unable to attend the conference but would like a presence there. The brand agrees to pay the bloggers’ conference registration and travel costs (including airfare, hotel and miscellaneous expenses for food/cab/etc) while the blogger provides certain agreed-upon benefits. The blogger shows the relationship on their in the form of a badge or small box ad provided by the sponsor, but the *content must display the information* that the blogger is attending the conference under a sponsorship agreement.

## CERTAIN RESTRICTIONS APPLY

Two important reasons for restricting marketing activities within the Conference venue are - it's annoying to other attendees and unfair to our BlogPaws' sponsors.

Conference attendees invest time and money to attend the conference for their own purposes. Interrupting conversations or leaving materials in educational areas is not only rude, but ineffective. If you and your individual blogger sponsor understand social networking at all, it should be apparent that annoying attendees at a social media conference can have serious negative consequences, while more personal, targeted efforts like those described above can produce substantial, ongoing benefits.

In addition, BlogPaws contracted sponsors pay a premium to participate in the conference. Without their support we would not have the outstanding conferences we do have. We request that all attendees respect the on-site sponsors by not promoting other brands within conference walls.

We respectfully request you follow these guidelines for the 2015 BlogPaws Conference in Nashville:

- **Register at the SPONSORED BLOGGER rate** – you are attending on behalf of a company or corporation, therefore your registration needs to reflect this. BlogPaws has a **Sponsored Blogger Rate - 2015 Full Conference Pass** just for this purpose.
- **Be sure to include the #SPONSORED HASHTAG in all of your postings.** Also include #BlogPaws for maximum visibility. Your sponsor may have a hashtag to share, also. The #sponsored hashtag is **IMPERATIVE** as the FTC requires you to show you are being compensated to attend the conference.
- **Do not pass out brand business materials or products on site.** Staff and volunteers will be on the lookout and will dispose of any material not previously approved. You may be quietly asked to leave the conference if you are in violation of these terms. If your sponsor wishes to participate in a more substantial way, we are happy to share our sponsorship overview which includes many options at varying rates (including the option to sponsor your attendance). Please email [Yvonne@blogpaws.com](mailto:Yvonne@blogpaws.com) or [Chloe@blogpaws.com](mailto:Chloe@blogpaws.com) for more information.
- **Sponsored bloggers may NOT create sponsored parties or events** with other bloggers on behalf of their sponsor at the BlogPaws event or in association with the BlogPaws event. No activity may occur within the Conference venue and hours, or at any scheduled event planned by the BlogPaws' committee and held outside of the hotel, unless previously approved by BlogPaws.

Any questions? Email Yvonne. She will be happy to discuss.

For more ideas on how to get sponsors, in general, visit this blog post: <http://blogpaws.com/bloggers-resource/10-hats-off-ways-to-get-sponsored/>



**Good Luck!**  
**Yvonne**