

How To: Get Sponsored To Attend The Aussie Bloggers Conference.

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<http://aussiebloggersconference.com.au>

This is just a guide. Following these suggestions will not guarantee that you will secure sponsorship.

So you want to attend the Aussie Bloggers Conference but finding the funds is proving difficult.

How about getting sponsored by a company to attend?

Having a company sponsor you to attend the conference benefits both of you:

- ❖ **You get to attend.**
- ❖ **The company receives valuable exposure to a key demographic.**

Decide Which Companies You Want To Pitch

Consider:

- Brands that you have already worked with on your blog
- Brands that you already love and use
- Local companies who might be looking for more exposure

Don't just pitch to any company. You need to feel comfortable representing that company on your blog and at the conference.

Write Your Pitch

So you know which companies you want to consider sponsoring you to attend the conference, now you need to draft your pitch email.

You might consider adding the following:

- ❖ An introduction – introduce yourself and your blog, add your stats, and other blogs that you blog at. Do you run a forum or a blogging community? Mention that too.
- ❖ A short description of the conference – explain what the conference is about. Add the link to the Aussie Bloggers Conference website (<http://aussiebloggersconference.com.au>) for your potential sponsor to learn more about it.
- ❖ What you're asking for – work out how much it is going to cost you to attend: ticket, airfare, accommodation, etc. Let the company know what it is you are asking for. *Consider asking for multiple smaller sponsorships. Maybe a company can't provide full sponsorship but if you pitch to a few non-competitive companies, together they might cover your costs.*
- ❖ What you are offering in return – be creative in what you are offering in return for sponsorship:
 - Mention that you will be their “brand ambassador” at the conference.

- You could wear their Brand, perhaps on a t-shirt, cap, badge, etc)
 - Offer free ad space on your blog
 - Host a giveaway of their products on your blog
 - Blog, Tweet and Facebook about your partnership with them
 - Tell them that ABC is a historic event. It's the first ever blogging conference focusing on the mum, parenting and personal blogging communities of Australia. They have the perfect opportunity to get their Brand in front of some of the most influential Australian mum, parenting and personal bloggers.
 - *Be sure you do what you say you're going to do for the Brand. Don't agree to do something that you're not comfortable with.*
- ❖ Closing – Be sure to add your contact details and that you are looking forward to hearing from them.

Please note: Handing out of sponsorship materials is not permitted. For more information, please refer to [ABC's Guidelines For Sponsored Bloggers](#).

Don't take it personally if you don't find a sponsor.

More often than not, the company just doesn't have the budget for it.

Good luck!

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