

Don't forget to turn up your computer speakers!

Tom Antion's

Crowdfunding & Sponsorship

**Community
Service
Class**



IMTCVA.org



Community Service

- 🍷 Welcome New Friends from the Hampton Roads Area
- 🍷 I also invited many of my customers and folks on my email list.
- 🍷 I hope all of you out there think about what you could do to cover your own obligations plus what you could do to make the world better.
- 🍷 I'll be doing a session each Wednesday.



Announcements

- 🎤 Please leave an honest Google Review at <https://g.page/InternetMarketingTrainingCenter/review?rc>
- 🎤 I will be giving you massive value in this masterclass, but there's always something else to learn.
- 🎤 To get the full value of this masterclass you should look at and analyze the links I give you.

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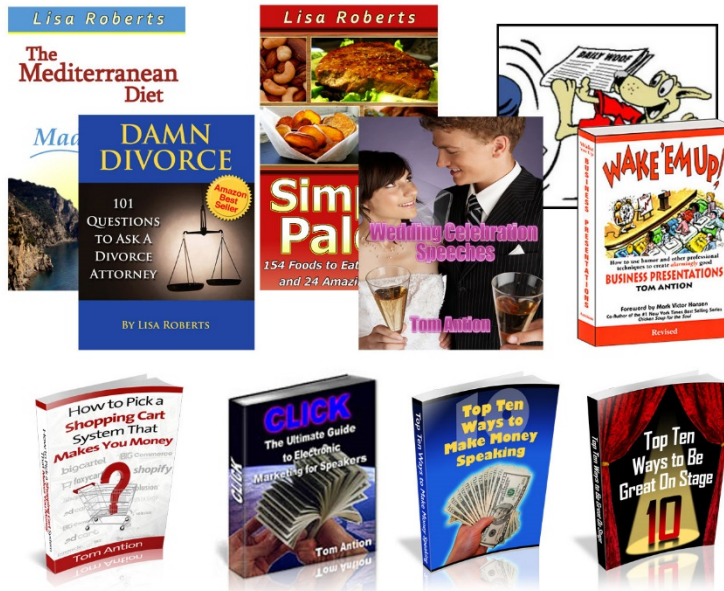
BIG THANKS



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Community Service

- Will be giving away two full scholarships from our E-Book challenge. You must watch the first webinar in this series for details.



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Visit at <https://www.imtcva.org>



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EDUCATION FOR VIRGINIA**

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Watch Previous Webinars

IMTCVA.org/communityservice

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Crowdfunding vs Sponsorship





Crowdfunding



Major Players

- KickStarter
- Go Fund Me
- Indiegogo

KICKSTARTER

gofundme

 **indiegogo**



Why do people participate?

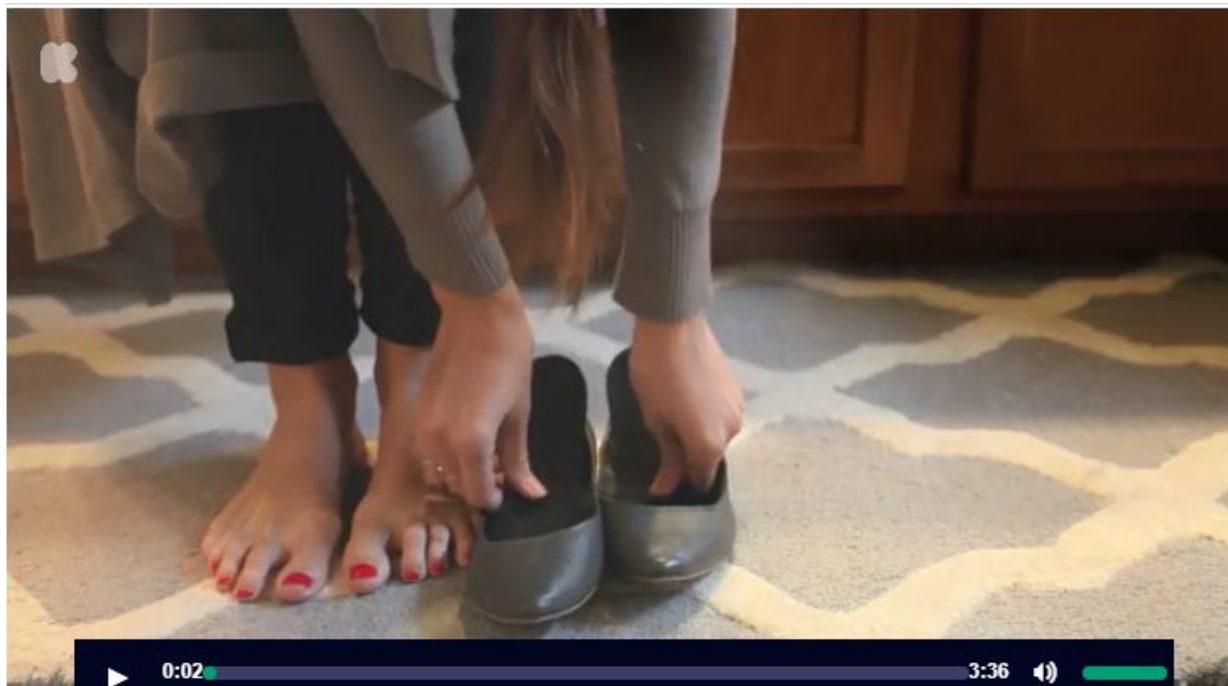
- They know and like you
- They like your project
- They reciprocate
- They are angel investors

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Success Stories

Sole Socks



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Success Stories

Sole Socks

🍌 \$4500.00

🍌 \$40,000.00

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Success Stories

Broken Tooth



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Success Stories

Broken Tooth

🍦 \$3400.00

🍦 \$3650.00

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Success Stories

Potato Salad



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Success Stories

Potato Salad



\$10.00



\$55,492.00



Success Stories

Bug-A-Salt



Indiegogo



Success Stories

Bug-A-Salt

🍦 \$15,000.00

🍦 \$577,636.00



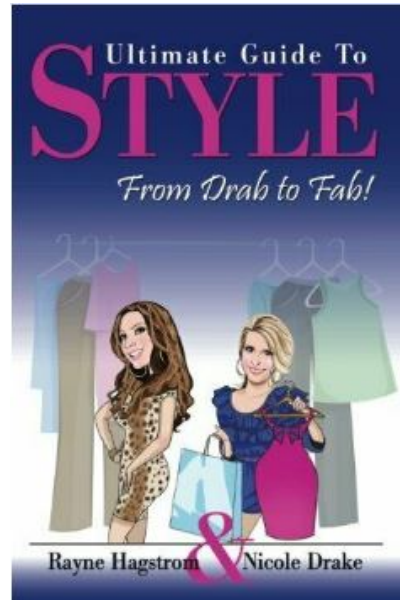
Success Stories

**Google:
“Craziest Crowdfunding Success Stories”**

Success Stories



🎤 Rayne Hagstrom-Parvis





The Downside

- 🍷 Dec 2019 stats. Kickstarter only 37.44 percent meet their goal.
- 🍷 Indiegogo only 9.3% fully funded.
- 🍷 Indiegogo 4% if you meet your goal / 9% if you don't.
- 🍷 Indiegogo 80% fail to reach 25% of goal



Who Crowdfunds

- 🍦 Celebrities
- 🍦 Athletes
- 🍦 Authors
- 🍦 Inventors
- 🍦 BusinessPeople
- 🍦 Individuals
- 🍦 Everyone Crowdfunds



Crowdfunding

- 🎤 Best Practices
 - Video
 - Text
 - Realistic Goals
 - BackUp Plan
 - Momentum
 - Rewards / Perks

Crowdfunding



Tips

- Personal
- Thanks
- Tweet/Facebook about contributors
- Network
- Add Rewards



Publicity Stunts –

- Sleep Strike
- Happy Dance





Sponsorship


- Big Companies Give You Money
- More Sponsorship Money than Ever
- Decline of Regular Advertising Outlets
- More personal connection to potential customers
- Goodwill for the Company




Sponsorship

- 🔊 Why You?
- 🔊 Don't have to be a celebrity
- 🔊 Success Story – Graphic Artist
- 🔊 My Success Stories
 - Book
 - Speeches
 - Car

Sponsorship

- 
- What can be sponsored
 - Just about anything legal
 - Events
 - Books
 - Contests
 - Clothing
 - Handouts
 - Food
 - Goody Bags – Jane Ubell-Meyer
 - etc.

Sponsorship

- 
- How to get sponsorships
 - Decide what you want sponsored
 - Get a clear picture of who is in your market
 - Research companies who want to reach that market
 - Find out who to pitch
 - Find out how they want to be pitched
 - Quantify what benefits you can provide
 - Make custom sponsorship proposal

Sponsorship



- 🎤 Super Technique
 - 🎤 Roberto Candelaria
- SponsorshipBootCamp.com

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Next Week

Selling Online

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New Service

Complete website and social media critique with a written report on recommendations on what to fix. Includes a consultation. \$497

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Let's Make a Deal

🎤 Want me to be your Crowdfunding Consultant?Here's the deal.

orders@antion.com

301-346-7403