



## **SELLING ADVERTISING with BOOMERANGCAST**

Check this form frequently as we will continue to update it with best practices from our other partners like you.

### **CONTENTS:**

- Selling Points to tell your Sponsors
- Payment & Receipts
- Best Practices

### **SELLING POINT CHECKLIST:**

*Remember: Your sponsors are helping to raise revenue for your organization and they should see a "return" on their investment in terms of new & returning customers*

- They will be verbally recognized at your Events
- You will ask your audience to support them
- They will be recognized as supporting your organization
- Their logo will appear on your voting screen
- Their logo & link (website or coupon) will be stored in the App's Deals Wallet
- If you enabled social media postings for your event, your voting audience will be able to post to their Facebook & G+ pages with a link for your event which displays your sponsors
- Their logo will remain in your audience's "pocket" (in the phone)

### **PAYMENT & RECEIPTS**

- **Credit Card** – collect credit card payment through the [www.boomerangcastadmin.com](http://www.boomerangcastadmin.com) website. The charge will appear on their credit card statement as "BoomerangCast, LLC"
- **Invoice** – If your sponsors want to be "billed", let them know an invoice will be sent to them from "BoomerangCast". We'll send the invoice and collect the payment for you.
- **Receipts** – BoomerangCast will email your sponsors a receipt of their transaction

### **BEST PRACTICES**

- Your sponsors will be willing to pay more when they see the "value" in their investment, which in turn, raises more revenue for your organization. Recognize them, and drive your audience to support them.
- Sell multiple advertising/sponsor spaces to each of your sponsors and offer "discounts" for multiple space purchases (\$100 for each event, or 5 spots for \$400)

Contact us for help, suggestions, and best practices you would like to share at [support@boomerangcast.com](mailto:support@boomerangcast.com)