



## Sponsor Partnership, Spokesperson Roles and Paid Blogging: A Whole New Way to Look at Growing your Personal Brand and Get Paid for your Expertise

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### I. Understanding Sponsorship

- Sponsor Partnership is.....
- Sponsor Partnership is not...
- What type of partners and spokespersons are brands looking to hire?

### II. Recognizing the change in Sponsor Partnership in just the past 3-5 years

- Ability for “average” business professional is rising to be hired for key roles.
- Corporations and organizations have begun to move huge traditional advertising budgets to bloggers, tweeters and those who have the fans they want.
- Sponsorship is no longer merely about signage, it’s about business strategy.
- Your fans are a foundation of your sponsorship.

### III. Types of Sponsorship and Monetization

- Annual Consulting/Speaking Contracts
- Corporate Spokesperson Role
- Blogging on behalf of a Company or Organization
- Sponsorship of a Book or Line of Products
- Sponsorship of Cause Project(s)
- Live Events
- Virtual Events
- Educational Programs

- Advisory Boards or Facilitating Focus Groups
- Sponsored Speaking Tours
- Sponsoring existing blogs, business models or web advertising

## II. Why Do Brands need you...

- Your fans
- Your expertise
- Your content
- Your ability to reach their customers with more authenticity than they can
- Executives want results quickly
- Personal brands and individual tug on the hearts of consumers

## III. What platforms, social media or key relationship will allow you to move from outsider to paid insider...?

- Research where that company and top players are spending their time NOT necessarily where the brand has all their influence.
- Forming key relationships and getting in conversations with top decision makers

## IV. How do you get brands to approach you?

- Grow your platform and companies notice
- Create content that is extremely good
- Develop very professional personal and company websites
- A few times a year attend events live or virtual where key players at major brands and innovative companies have a presence.

## V. Successful Corporate Sponsorship Business Models

- Example 1: Jean Driscoll and Royal Caribbean author of *Determined to Win*  
JeanDriscoll.com
- Example 2: Stacy DeBroff – author of dozens of unique parenting books  
MomCentral.com
- Example 3: Steve Jacob- author of *Healthcare in 2020*



**Maryanna Young** loves to help industry leaders and authors understand how they can develop corporate partnerships for their brand, blogs and books. She was one of the first female sports agents in Olympic and Paralympic sports holding the position of CEO for a global sports marketing company for more than ten years. She developed the concept for and co-founded the Idaho Women's Fitness Celebration, one of the largest sporting events for women in the US. She currently serves as the co-director of the Idaho Book Extravaganza, the premier book show for authors, readers and publishers of Idaho.

She founded Aloha Publishing with the goal of helping anyone who has a powerful idea have the opportunity to write and publish. She has created opportunities to work with clients and build friendships all over the world. As the vision keeper for authors, she loves helping them take their book ideas from vision to reality. She is the author of five books including *Blank to Book: From Idea to Amazon in 150 Days* and *25 Things You Absolutely Must Know About Writing and Publishing*. Her focus is on developing systems so busy professionals can write high quality books in the midst of their busy schedules.

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