



## Event Sponsorship

# Event Sponsorship

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## Overview

- Traditional advertising has diminished in popularity
  - Need for new marketing methods to promote
  - Still organizations who support events for “community building” & other philanthropic reasons
  - More organizations are starting to look for a return on that investment
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## What is Sponsorship?

- Critical element in an integrated marketing mix
  - One of the most powerful mediums used to communicate and form relationships
  - While widely associated with social causes and broadcast media, there is an emphasis on.....
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.... Sponsors are looking to “connect with”  
as opposed to “talk to” the marketplace....

Event and Festival sponsorship is one of  
the most effective ways to connect with  
customers and create brand interaction

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“sponsorship is a cash/in-kind fee paid to a property (typically sports, arts, entertainment or causes) in return for access to the exploitable commercial potential associated with that property”

International Events Group (IEG)

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- Important to remember that sponsorship is a strategic marketing investment
- Event planners must treat them as business partnerships



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Simply stated.....

Sponsorship is the exchange of money/services in return for the rights to enhance a product or corporate brand

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## Benefits for Events and Sponsors

### Events Look For

- Funding
  - In-kind services
  - Marketing and media exposure & experience
  - Event brand enhance, through leveraging of major corporate involvement
  - Product and services for event attendees
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## Sponsors Look For

- Increased brand awareness & visibility
  - Narrowcasting
  - Entertain clients
  - Create merchandising opportunities
  - Showcase product
  - Product differentiation
  - Drive sales
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## Heighten Visibility

- Events provide a broad range of visibility options
    - multimedia
    - signage/print
    - direct interaction with the customer in a positive environment
  - Events provide and experiential environment
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## Shape Customer Attitudes

- Opportunity to shape/change a brands image
- Tie into specific lifestyles

## Narrowcasting

- Opportunity to reach niche markets
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## Client Entertainment

- Valuable where event tickets are hard to get
  - VIP locations/entertainment on-site
  - Personal meet and greets with entertainers/athletes/speakers
  - Opportunity for networking and relationship building in social setting
  - “More deals are made on the golf course than anywhere else”
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## Merchandising Opportunities

- Product for sale at an event provided free as part of sponsorship
  - Sponsors selling on site helps reduce their costs
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## Showcasing Product Attributes

- Opportunity for sponsors to see their product in action

## Good Examples

- Cell phone/radios for on-site staff use
  - Vehicle for transporting people/supplies on-site
  - Logoed tents for event use
  - Free use of a facility
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## Product Differentiation

- Events usually offer category exclusivity
- Allows specific sponsors to stand out from their competitors

## Drive Sales

- Coupons and other incentives on-site
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## Sponsorship Marketing Plans

### Step One

- You must have a product worth selling
- You must understand what motivates sponsors

### Rule of Thumb

Never sell something based on what it cost, sell based on its value

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## Step 2 Determine Sponsorship Inventory

- What do you have to sell
- Break it down into categories

### Examples

- Title sponsors
  - Area/stage sponsors
  - Brochure/print/signage
  - On-site services (food & beverage)
  - Specific performances/speakers/activities
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## Step 3 Identify Target Sponsors

### Media

- Typical first target since it can help you sell other sponsorships
  - Well help define your overall marketing plan and determine reach and audience development
  - Promotional opportunities
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- Media seldom provides cash – usually in-kind ad space/air time
  - Need to develop relationships in order to get editorial coverage - find a “hook” to interest editors/producers
  - Wherever possible, include a media buy with the in-kind sponsorship
  - Invite media personalities to MC/host – can buy you valuable PR opportunities
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- Ensure, early in the planning process, that your media sponsor is able to mention other sponsors in their spots
  - Broaden your media partners to include:
    - targeted community newspapers
    - Web sites
    - Blogs
    - Viral video
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## The Ultimate in Event Sponsorship Model

An event that is well sponsored meets the following objectives

1. Perceived as “the best”
  2. Provides added value to sponsors
  3. Stays in touch with sponsors
  4. Networks to open doors
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5. Sees through eyes of the sponsors
  6. Creates a good image
  7. Gives sponsors results
  8. Has an outstanding staff
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## “Often Overlooked”

Many events make mistake of not researching their potential sponsors

- meet with potential sponsors with no idea of their marketing/other objectives
- important in establishing that you CARE about their business not just a “bunch of carnies after their \$\$\$\$”

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## Use of demographics

1. Have a good understanding of your event demographics
  2. Have a good understanding of your potential sponsors target market/audience
  3. Simply and clearly communicate where the fit and value is to the sponsor
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## Keys to Researching Sponsors

1. Use all the tools available to do research
  2. Match demographics of your event with those of potential sponsors
  3. Avoid random appeals – target your potential sponsors based on good information
  4. Create win-win situations for event & sponsor
  5. Listen to sponsor needs and tailor opportunities to meet them
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6. Identify and work with the right contact within an organization
  7. Sponsorship sales depend on building and nurturing a trusting relationship with sponsors
  8. Timing is everything! Be aware of your target sponsors budget cycle
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## Sponsorship Leveraging

Simply defined as adding value to the investment

- Develop a leveraging strategy or range of marketing activities that extend sponsorship benefits beyond promised offer
  - Usually focused on developing one to one customer interaction
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## Sponsorship Development Strategy

### Why?

- Event sponsorship is a well-defined activity and requires a thoughtful approach
- Sponsorship is an interactive relationship with your events marketing strategy
- Having a strategy implies you have a planned approach as to where your event is heading

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- How do the events attendees find synergy with corporate brands
  - What are the attributes and values that the event and sponsors bring to the table
  - What are the attributes, values and synergies that your sponsor mix bring to the event
  - What are the partnership possibilities which will grow your event
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## Profiling the Event Audience

### Market Segmentation

Most events do not appeal to everyone so you need to identify whose needs most closely match the event experience



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Market segments chosen should be:

- Measurable – demographics must be accessible to the event marketer
    - key measures include; socio-economic status, gender, age, income, place of residency
  - Substantial enough in size to be worth measuring
  - Accessible by normal marketing communication
  - Actionable by your marketing strategy
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- This profiling will allow you to match potential sponsors to those attending your event
  - This will play a key role in sponsors assessing what their potential ROI might be
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# *Sponsorship Benefit Analysis*

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## Creating Value Strategies

- Look beyond traditional benefits of signage, media mentions and create added value
  - Provide hospitality opportunities not available to general public
  - Create business to business opportunities
  - Create opportunities for category exclusivity
  - Make demographics fit sponsor needs
  - Activate sponsorship – on site promotion opportunities
  - Work with them to identify opportunities to maximize their sponsorship
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# *Sponsorship Benefit Analysis*

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## Business to Business Opportunities

- Events have the opportunity to create interaction that other forms of media do not have
  - Find a forum to get your sponsors together
    - sponsor receptions are an opportunity not only for networking but can be used to showcase a sponsors facilities/services
    - opportunity to bring public and private sector contacts together
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# *Sponsorship Benefit Analysis*

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## Exclusivity

- Provides excellent value – sponsors like to be where their competition is not
  - Separates them from the clutter they may experience in other forms of media
  - Can provide an excellent opportunity test market a service/product in a controlled environment
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# *Sponsorship Benefit Analysis*

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## Hospitality

- Create opportunities for sponsors to host clients
  - Look for interactive activities designed to encourage socialization/networking
  - Provide access to locations, tours, speakers, entertainers, athletes which general public do not have
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# *Sponsorship Benefit Analysis*

## Activating Sponsorships

“Make the sponsorship come to life on-site”

- Merchandising, sales, sampling
- Hands on activity
- In-store marketing/promotional strategies



# *Sponsorship Benefit Analysis*

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Work with your sponsors to create benefits

- Many sponsors are not in a position to come up with ideas to provide added value to their sponsorships
  - You can nurture the relationship by working with them to identify opportunities to maximize their sponsorship ROI
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Look for sponsorship opportunities that make good business sense

