What is Sponsorship?

Edward Kemp, Managing Director
A Model of Integrated Marketing Which:

- Deploys the organisational assets of 2 or more partners;
- Offers brands the opportunity to model their promise and values in areas of social and/or emotional relevance; and
- Has as its primary focus on the deepening of relationships with consumers/customers.

Defining Sponsorship – Redmandarin Ltd – London 2009
Key Principles

- Partners;
- Relevance; and
- Relationships.
ASSETS OF 2 OR MORE PARTNERS
SOCIAL OR EMOTIONAL RELEVANCE
SOCIAL OR EMOTIONAL RELEVANCE
DEEPENING OF RELATIONSHIPS
Rights Holders & Sponsors

Rights Holder/Sponsee:
• An organisation who has assets/rights available for exploitation and are typically recipients of investments from brands (sponsors).

Sponsor:
• Organizations (brands) that purchase assets packaged and granted by a rights holder.
Evolution of Sponsorship

1. Roman gladiatorial contests (a long time ago)

2. 1960’s
Mark McCormack & Arnold Palmer

3. 1980’s
Global Rights
FIFA World Cup & Olympics

4. 1980’s/90’s & 2000’s
Enormous Individual Deals. Brands understanding the power & cut through of celebrity

5. 2000’s
RED BULL

Repucom Sponsorship Australasia Sponsorship Outlook Study – 2009
What’s Important Today?

1. IMPACT BRAND IMAGE
2. INCREASE BRAND AWARENESS/VISIBILITY
3. IMPROVE BRAND CREDIBILITY
4. INCREASE BRAND LOYALTY
5. STIMULATE SALES
6. SHOWCASE CSR

IMPACT BRAND IMAGE - EUROPE
USA - INCREASE BRAND LOYALTY
If you have a passion brand and an image/idea sponsors will need to borrow that in order to sell more products and services.”

*Leesa Ukman – IEG Conference 2009*
Rights Holders - Challenges

• Where can you improve your value proposition?
  – i.e., what assets can you access/develop that will be relevant to sponsors?
• Where can you IMPACT a brand (your target marketing) in a positive way?
• How can you help a brand achieve their strategic objectives?
  – to understand this you must first understand their strategic objectives.
What’s On The Menu?

Corporate Frustrations

- No research on target’s objectives:
- Flawed approach – off the shelf packages not tailored to meet corporate objectives.
- Lack of:
  - Rights holder service impacting on ability to deliver.
  - Communication.
Value Creation Model

**How do you deliver more value & generate more income?**

- Develop a powerful brand
- Integrate all rights + benefits into fewer packages
- Create more rights

**Enabling you to**

- Increased value of association
- Limit the number of partners
- Better service the sponsors

What’s it worth?

• Different sponsors / Different objectives.
• Different rights holders / Different assets.
• Must know objectives of both parties.
• Benchmarking will help.
• 5 key variables.
Decision Making

Sponsors have a lot to consider:

- Relevance and fit – will your assets provide access to their target audience(s)?
- Image – will you be able to have a positive impact on their image?
- PR, communications & leverage – are the rights easily exploitable?
- Stakeholders – can internal sponsor stakeholders be engaged through the partnership – staff, shareholders, potential new employees?
- Impacts – will you provide opportunities for the sponsor to impact their bottom line?
- Timing – have you given the sponsor enough time to make a decision?
- Budget – what are the ‘real’ costs associated with an investment in your property?
Managing Partnerships

- Teamwork.
- Roles/Accountabilities.
- Communication.
Case Study

- Integrated well and leveraged hard – at venue engagement and full communications integration.
- 3 is now synonymous with cricket.
- Brand awareness UP.
- 100,000+ handset demonstrations.
Sponsorship, Meetings & Associations

Claire Leonard, Executive Manager - Communications
Insanity: doing the same thing over and over again and expecting different results.

Albert Einstein
Every Event is the Same, But Different….

• Event Hosts/Organisers
  – Seek sponsorship to boost the income stream of the event
  – Seek endorsement from Key Opinion Leaders (Organisations) to add credibility to the event

• Association Sponsors
  – Gains access to a specific target group (your delegates)
  – Opportunity to increase brand awareness within a specific target group
  – Only part of the larger marketing/promotional plan
  – Budget limitations

• Using a generic sponsorship proposal will not work in every case
Understanding Your Sponsors

• Events are often a short term window of opportunity that form a small part of a larger strategy
  – Short and long term
• Previous involvement does not guarantee they will sponsor again
Medical Event? How about MDA National?

• MDA National is a medical indemnity insurer
• Owned by a Not-for-Profit Mutual Association
• We only insure doctors
• We only operate in Australia

• Assumption – we will be interested in all events around healthcare and the medical profession
• In the past year we have received 35 proposals for conference sponsorship
  – Accepted 16
What Won’t Make the Cut

• International Meeting
• Predominantly aimed at Allied Health (not medical practitioners)
• But how would you know?
How to Make the Cut

• Clear information about delegate profiles and numbers
  – This will be matched against our current targets and marketing campaigns
  – The more information, the better it will be regarded

• Breadth of opportunities
  – Can sponsorship and exhibition space be bundled?
  – Are there speaking or workshop opportunities within sponsorship options?

• Variety of price brackets
  – Involvement at a lower level may often suit, the big bucks are not always the target
But I Don’t Know These Companies....

- Your client should.....
  - Ask the right questions of your client/organising committee to understand what the event really has to offer.
- What is the delegate profile?
  - Profession
  - Numbers
  - Previous attendance numbers
- Who are the ‘big players’ in the industry?
  - Provision of speakers for additional sponsorship payments
- Who are the main suppliers to the industry?
  - Will want to access their target markets
- Geography
  - Domestic vs International
So What’s Next?

- Use the input and advice of the Client/Organising Committee
- Preparing the Prospectus
  - Every Event is different – every Prospectus should be too
  - Be wary of the ‘Template’ approach
- Tailoring the Target List
  - Don’t assume that every association under a particular heading will be relevant
- Follow up prospects
  - Ask why/why not they want to be involved
  - Build a more specific database for future use
Telstra Events and Conferences

Benjamin Stein, Event Producer – Telstra Enterprise & Government
Sponsorship and Case Studies

Objectives
Some elements we look to satisfy when organising conferences or event sponsorship:

• Strong mutual leveraging opportunities
• Specific and achievable outcomes
• Innovative elements
• Targeted
• Aligned to corporate sponsorship strategy
• PIR plan
Case study 1
BigPond L!VE

• Capital was required for internal event
• Up for grabs - access to sales and marketing channels
• Opportunity:
  – Train The Trainer and /or Main themed event
  – Direct brand exposure to target market
  – Use of merchandise
  – Face to face onsite leads
  – Tiered approach promoting exclusivity
Case study 2
Telstra Business Women's Awards

- Three separate sponsorship opportunities
  - Judging
  - Workshop/Master-classes
  - Awards nights
- ROI from:
  - Paid
  - In kind (value to both brands) / ambassadors
- Exposure to the targeted dynamic audience - willing ambassadors
- Aligned with corporate sponsorship strategy
- Ticket sales and exposure
Summary

• Sponsorship has layers and must be targeted – it’s not a static proposition
• Template by all means, but also innovate
• Large company – mostly not large budget
• Use sponsorship as a way to keep your eyes on the prize
• Focus on your customers’ customers – make an impression in everything you do
• If you fail to plan you are planning to fail – resource to manage sponsors expectations appropriately
Sponsorship Means Business - Key Points

• Know your audience.
• Understand the assets you have at your disposal.
• Work closely with potential partners and know what their marketing/strategic challenges are.
• Tailor proposals to help meet your target markets objectives.
Questions?