

# //EVENT SPONSORSHIP & REVENUE EXAM NOTES

## EVENT REVENUE STREAMS

- **Sponsorship**
- **Media/Broadcast Partnerships** ○ **Broadcast Rights**- Some events sell the 'right' to broadcast their experience through various media outlets.
- **Grants**
  - **Grants**-are available from various government entities e.g. Festivals Australia, State Event Agencies (e.g. Destination NSW), local government, Department of Social Services etc.
  - Weigh up if the cost v benefit as well as the cost/effort of the grant
- **Merchandise and Licensing** ○ **Merchandising**- is a way of leveraging the desire of individuals to show a connection with a specific event/sporting team (during and post event) through the purchase of products e.g. clothing.
  - **Brand Licensing** – a business strategy in which the owner of an intangible asset, in this case, an event's brand name, permission to another business to utilize the brand for some specific project or activity. The terms of this agreement are set out in a licensing agreement.
- **Corporate Hospitality**- provision of seating and other services.
- **Hospitality Services**
- **Tickets (not admission tickets)**
- **Donations/Philanthropy**
- **Raffles, auctions, fundraising**
- **Customised event experiences (VIP Experiences)**- Are usually an additional cost to entry fees/admission prices. In the forms of a ticket allowing an above average experience through VIP Areas, seating, premium drinks, extra access to restrooms, comfort etc.
- **Exhibitions (along with conferences)** -provision of space and other services ○ Adding an exhibition to a conference, adds to its revenue. ○ Offers networking opportunities. ○ Easier to market since audience have similar interest.
  - They are cost effective. People that are interested come to buy and there is more contact with interested parties.
  - Face-to-face marketing. High level of engagement in a short period of time. ○ Visitor Driven
- **Event Programs**
- **Competitions**
- **Camping and Parking Fees**- can only be a revenue stream if you have a 'festival in a field' type scenario not parking stations at convention centres, as they are not your revenue.
- **'Satellite' Events**
- **Participant Fees (e.g. Talent Show or colour run)**

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- **Concessions**- are contractual agreements that can be established with organisations/venues to provide specific products/services at events e.g. food and beverages.
- **Advertising** ○ Online (Website Banners, E-mail Banners, Social Media, Google Ads) and Offline Advertising (Print-at-home tickets, site advertising, advertising in programs).
- **Commissions** ○ Beyond the event itself, revenue may be gained through commission from pre-and post tours, Accommodation, car rental, air travel and parking associated with the event.
- **Crowdfunding (e.g. Kickstarter, GoFundMe)** -require the success of marketing communications specifically for crowdfunding, a crowdfunding team, creation of sales tools, specifically a video, identification of target group and deadline for donations.

## INTRODUCTION

- **Definition:** Sponsorship is a partnership between a sponsor and sponsee, characterised by financial and/or resource investment with the intent of satisfying **strategic objectives**. e.g. naming rights sponsors like Rolex.
- Sponsorship is an agreement (internal document) to purchase, the usually intangible, exploitable potential (rights, benefits), associated with an event which in turn results in tangible results for the sponsoring organisation (image/brand enhancement/ sales).
- Other names such as: supporter, partner, presenting partner, principle partner, major partner, festival partner, government partner, philanthropic partner.

## EVENT SPONSORSHIP 1

### Some reasons why organisations sponsor:

- gain access to target markets for promotional messages
- Show an association with a specific lifestyle
- cost effective means of cutting through promotional clutter in the marketplace
- generate goodwill towards organisation/show commitment to a community
- Generate brand awareness and acceptance
- Position/reposition existing service /product
- leverage engagement for client entertainment/hospitality

### Identifying potential sponsors

- Is an organisation interested in your type of event?
- Who has sponsored the event previously?
- Are there similar events...who has sponsored them? (Tip: check possible sponsor websites/identify competitors)
- Is there congruence in your identified/intended market and their market? (or at least markets they are developing into?)