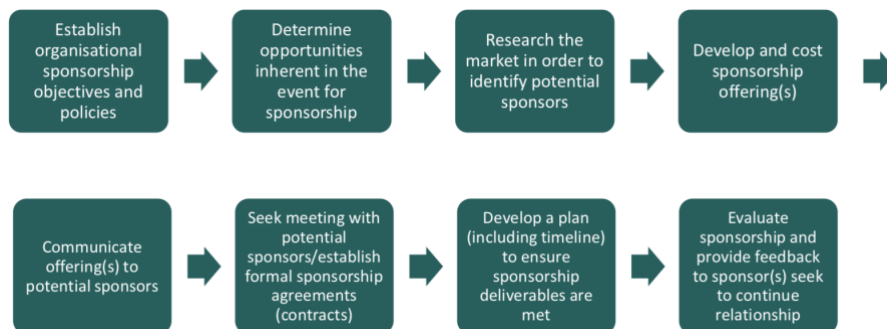


Event Sponsorship and Revenue: Lecture Notes

Prior to seeking sponsorship, an event organiser should have an up-to-date sponsorship policy or strategy in place, to provide structure (identify sponsorship packages/exclusions and quantities and detail approval process), budgetary forecast, the sponsorship approach staff (how to go about acquiring sponsors and who and why they would be accepted or rejected) and the review process. It should also include a situational analysis and measurable targets.

Event sponsorship process

- Write up an Inventory of Assets (the different zones in the layout and other items which might be included that can be linked to sponsors e.g. branded beach umbrella). Align with your audience (not just attendees but anyone who receives the advertising signal)
- Understand your events' position in the marketplace (**competitor and situational analysis**). What and how do they gain sponsors. Look out for opportunities
- Develop a hit list of sponsors either new or returning that you hope to capture
- Have testimonials of past sponsors to develop a reputation around your organisation
- Develop a **sponsorship proposal** that clearly identifies the event overview and the benefits to the sponsors. Next most important is the marketing plan/research and eventually background on your company.



Describe at least 2 steps

The Sales Process:

1. Define the product / sponsorship property: Inventory of assets 'define the experience'
2. Develop a contact list of targeted potential sponsors
3. Develop proposal (personalise communication): What are value are you offering?
4. Valuation of sponsorship property: Ensure competitive value (cost + profit = min price)
5. Communication with potential sponsors' decision makers
6. Negotiation of terms (withhold a small benefit and give it for free as a gift)
7. Contract/agreement finalisation
8. Servicing and Relationship Management: maximise the return of the sponsorship (e.g. ambush marketing protection, activations, social media exposure)

Sponsorship strategy:

- Important to ensure consistency within the organisation so that information is not miscommunicated (clear, constant) and the same approach is used to gain sponsors (e.g. take them out to dinner vs just phone negotiations)
- Clearly identifies the rules, expectations and expected returns of sponsors (accountability, delegation and transparency)
- Constant, targeted approach to win the money. Important that each decision (rules of engagement, execution timeline, value proposed) is carefully thought through and are complimentary to each other.

- Sets measurable goals to ensure ongoing quality and identify areas for improvement
- How will you protect against ambush or guerrilla marketing??
- **4** Key inclusions: sponsor levels, approach to gaining sponsors, code of conduct, timeline

Corporate Social Responsibility (CSR): A concept whereby organisations integrate social and environmental concerns in their business operations on a voluntary basis, beyond the expectation of the law.

4 responsibilities of Carroll's CSR Pyramid (pictured)

1. Economic responsibility to be profitable
2. Legal responsibility to obey the laws set forth by society.
3. Ethical responsibility
4. Philanthropic (discretionary) responsibility:
 - to do what is right even when business is not compelled to do so by law.
 - the resources contributed by corporations toward social, educational, recreational and/or cultural purpose

