

REIMAGINING Sponsorship

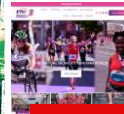
Facilitator: Lesley Maltman
Speaker: Mari O'Leary

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Sponsorship In A Pandemic



Tourism and business across the board have been badly affected as a result of Covid 19. Events postponed and cancelled.

Marketing and Sponsorship budgets have been reduced - Recovery is predicted for 2021

Both event organisers and sponsors have the opportunity to re-evaluate sponsorship

Some partnerships came to a natural end
Many events pivoted to Virtual
Others embracing the opportunity to change

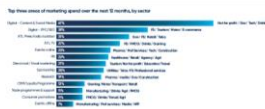
Time to **Reimagine** and **Renew** our approach to sponsorship
Reciprocal process – Events need Sponsors and Sponsors need Events



Marketing Spend

4. marketing resources, budgets and spend

Top areas of marketing spend
The study will highlight the top areas of marketing spend across the board, and the top areas of marketing spend across the board, and the top areas of marketing spend across the board.



Source - The Marketing Institute and Alternatives Research 2021



Sponsorship Spend

Sectors That Invest In Sponsorship

Public funding is a lifeline to many events, however the opportunity exists to tap into commercial sponsorship

- Utilities** Electricity, Gas, Transport Providers
- Telecoms** Broadband, Mobile Operators
- Financial Services** Banks, Accounting Firms, Charitable Foundations
- Professional Services** Law Firms, Insurance Companies
- Retailers** Supermarket Multiples
- FMCG** Brands - Drinks, Food, Lifestyle
- Automotive** Cars



Marketing Spend

Sectors with the largest marketing budgets are consumer brand led in order of spend from €5m +

• Drinks	61%
• Telco/ICT	59%
• Gaming	57%
• Financial services	49%
• Utilities	43%
• Retail	43%
• FMCG	40%
• Pharma & OTC	36%
• Government /Political	33%
• E Commerce	33%
• Motor	26%
• Tech	26%

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What is Sponsorship?

Cambridge English Dictionary—'money that is given, usually by a company, to support a person, organisation or activity'

A **COLLABORATION** that aligns a Brand or Organisation as a supporter to a platform be it an Event, Sport, Entity or Individual

In return the sponsor benefits from agreed rights including engagement with The Event's target audience through a combination of branding, sampling, product placement and experiential activity opportunities

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Forms of Sponsorship

Financial Support pays a fee to be associated with The Event

- Costs can range from £1,000 - £100,000 +



In-Kind Support offers services and products that directly benefit The Event

- Hotels, Transport, Printing, Drinks
- These contributions have a real value and should be viewed in financial terms

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Levels of Sponsorship

Title or Main Sponsor

The Title or Main Sponsor is presented across all communications as either **The X Event**, **The Event In Association with X** or **The Event In Partnership with X**

Title sponsorship is very valuable as a brand becomes synonymous with the event.



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Levels of Sponsorship

Associate Sponsor or Event Partner

One of a number of **non-competing** companies or brands that align

- Utilities Power NI
- Telecoms BT
- Financial Services Deloitte
- Drinks Red Bull
- Hospitality The Merchant Hotel
- Automotive BMW



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Levels of Sponsorship

Media Sponsor

Media platform promotes The Event with Advertising and PR

- Either Free of Charge or at a discounted rate campaign
 - Non-competing partners from Print, Online, Radio & Television
 - In return the media platform gets branding opportunities and an association with The Event
- Explore all levels of sponsorship to offset costs and for promotion



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Maximising Sponsorship and Support

Virgin Media Dublin International Film Festival
3rd - 6th March 2021



Sponsors & Supporters

Coating Partners



Media Partners



Sponsors & Supporters

Coating Partners



Media Partners



Maximising Sponsorship and Support

The quality, diversity and target audience of the festival perfectly fit with the Heineken® brand and our wider portfolio of brands.

Heineken

Sponsorship is a powerful tool. These are the businesses we are proud to partner with.



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Sponsorship Alignment

The Event's Perspective

- What level of financial funding is required to offset overheads or invest in The Event?
- What services and/or products such as printing, drinks, staging, hospitality etc, if supplied will financially support and contribute positively to The Event?
- What brand / company will enhance The Event and appeal to our audience?
- Who is the brand's Target Market/Audience and is The Event relevant to them?
- Target Audience is a Demographic group such as;
18-24 years male and females who go to events and festivals
25-64 years male and females who enjoy the arts, theatre, exhibitions



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Sponsorship Alignment

The Event's Perspective

What opportunities can we offer and deliver a sponsor in return for their support?

- A well regarded event to be associated with
- Platform to reach their target demographic
- Branding across all Communications and On-site at The Event
- Commercial Rights
- Sampling Opportunities
- Experiential / Promotional Activity
- Corporate Hospitality



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Sponsorship Alignment

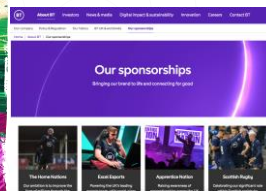
The Sponsor's Perspective

- The Right Fit - What is the connection between our Brand and The Event?
- Does a synergy exist between The Event and our Corporate Strategy and Marketing Positioning?
 - Community, Family, Sustainability, The Arts, Sports.....
- What rights are The Event offering the sponsor for the association?
- What is the cost to be aligned to The Event and do we have this budget available?
- How long is the sponsorship for and is there an option to continue for 3-5 years?



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Alignment with Values & Positioning



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Sponsorship Alignment

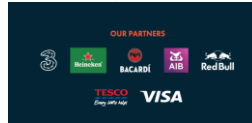
The Sponsor's Perspective

Internally the sponsor will look at how their brand can leverage the association

- What branding opportunities exist to promote the association on internal and external communication channels?
- Can we use Corporate Hospitality for our team, clients and customers?
- Are there exclusive rights to build a commercial presence and recoup costs
 - Drinks Brand – Pouring Rights
 - Food company – Vending Rights with Sampling
 - Hotel Group – Provide Accommodation

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Commercial Events Partners



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Sponsorship Alignment

The Sponsor's Perspective

- How can we amplify the association to a wider audience through marketing including Branding across Advertising, PR and Promotional Activity
- What experiential activations can we do to connect with The Event's audience?
- How much budget will need to be invested on top of the sponsorship cost to amplify our association? Branding, Production, Marketing, Staffing, Equipment.....
- What is the potential Return on Investment (ROI)?
- Does the potential exist to build on this sponsorship over time?

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Electric Ireland Game Changers Case Study



electric
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ESA Awards 2021

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Identifying Sponsors

Who Is A Potential Sponsor For Your Event? Start Researching!

Remember to:

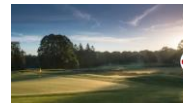
- Identify potential sponsors in the sectors that align and complement The Event
- Look for alignment with the brand's marketing positioning & corporate values
- Avoid competing sponsors
- Investigate the **Utilities, Telecom, Financial and Professional Services Sectors**
- **Local Business** sponsorship is very effective as it directly engages with the local community
- Check into **new companies entering the marketplace** or existing business' that are expanding
- **Global Bring Local** - Look at Sponsors for other competing and non-competing events in different sectors and territories eg. UK and Republic of Ireland
- Cold call **Advertising, Marketing and PR agencies** "Do you have a company that would suit?"



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Sponsorship Budgets

- Sponsorship budgets are positioned on a scale with Advertising from £1,000 to £500,000
- Sponsors can allocate additional budget to activate and amplify its involvement
- Estimate the level of sponsorship required and place a value on what The Event can offer
- Ensure that you include budget to cover elements such as branding and marketing
- Allow room for negotiation on costs and tailoring the package to the sponsor's needs



Dublin Duty Free
GOLF COURSE

24 - 27 SEP 2020
Dublin Duty Free Irish Open
Stratton Park & Golf Course, Rathfarnham, Northern Ireland

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The Sponsorship Pack

- The Style depends on The Event ranging from a one page document to a graphically designed PowerPoint presentation, depending on the scale of the sponsorship
- Content is Key
 - Detailed information with facts and use photography if available to showcase The Event
 - Background to The Event include the history, successes, challenges.
 - Outline details of The Event that is available for sponsorship and include the Who, Where, Why, What, When and How you as organisers are planning
- Customise and personalise to each individual sponsor. Feature their logo and reference their products, use CGI graphics of what their logo will look like when associated to The Event

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Sample Proposals



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The Sponsorship Proposal

- Introduction include background information, history, reference previous & current sponsors
- Include links to the website and social media channels
- Outline the details of The Event that is available for sponsorship
- Describe who is your target audience / market
- Detail the sponsorship packages available – concisely outline the details of each
- The costs associated with level of sponsorship
- Sponsorship Return on Investment – What The Event will deliver for The Sponsor
- The period of the proposed sponsorship – First option for renewal for 2-3 years
- Summarise the proposal – Detailing the agreement and deliverables
- Signal that you are open to negotiating and tailoring packages

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Sponsorship Rights

What can The Event offer a Sponsor – Return on Investment?

Tiered packages

Based on different levels of sponsorship and associated costs - Sample

- Title or Main Sponsor £50,000
- Associate Sponsor £20,000
- Event Partner £5,000
- Media Partner FOC or Discounted rate



Sponsorship Rights

- Rights are tailored to each specific event and level of sponsorship
- Clearly outline in detail the rights available in each package
- Be realistic on what you can deliver

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Sponsorship Rights

Sample Rights Package

- Sponsorship Credit:

Title Sponsor	The X Event
Main Sponsor	The Event In Association X or In Partnership with X
Event Partners	Listed collectively
Media Sponsor	Listed collectively
- Branding: across all communication platforms - Brand logo positioned on The Event's website, marketing channels, social media platforms, all marketing collateral associated with The Event tickets, posters, etc
- Advertising: The Media Sponsor package if in place - Cross promotion The Event & The Sponsor
- PR: Sponsor or Brand credited in media communications across print, online, broadcast
The Different Phases – Pre-Event, The Event and Post Event

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Sponsorship Rights

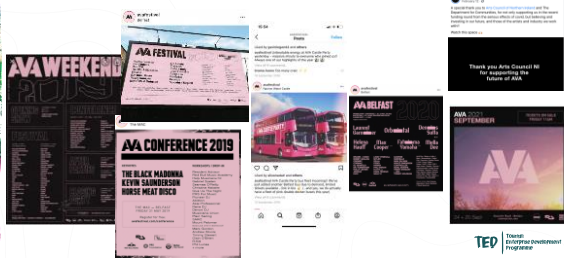
Sample Rights Package

- Branding and Presence at The Event
- Corporate Hospitality - Complimentary tickets and packages for Clients, Team and Customers
- Access To Talent – Meet & Greets
- Exclusive Rights for Drinks Pouring and Food Vending Rights – Sales help underwrite the costs
- Sampling Rights
- Experiential Activity
- Promotional Activity



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Sponsorship Rights



Return On Investment

How To Measure Results

Important to note sponsorships take time to build and get established over 2-3 years

Go back to the objectives and **Why** The Sponsor got involved with The Event.

Capture results along The Event's journey to accurately report to The Sponsor.

Do Research – **Quantitative** (measurable) and **Qualitative** (emotive)

- Advertising Package - Rate card value - Media Sponsor
- PR Coverage - An evaluation of the exposure achieved with total media impressions + Tone
- Social Media Activity - A report on the performance stats, insights, level of engagement + sentiment
- Sales - Tickets, Drinks, Food, Merchandise
- Survey - Attendees to gauge awareness of the sponsor, get feedback on The Event - Survey Monkey
- Feedback from The Sponsor



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Stages of Sponsorship

The Process of Securing Sponsorship

- Pitching and Negotiation
- Agreement to terms to contract
- Event Planning
- Activation and Monitoring
- Debrief and Review
- Sponsorship Renewal



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Engagement Guide

- Partnerships work collaboratively to achieve mutually beneficial goals
- Appoint one/two nominated people to work with the sponsor on a continuous basis
- Schedule calls / meetings at regular intervals – frequency will vary at different stages
- Take notes and circulate minutes with actions afterwards - momentum & accountability
- Continually monitor exposure and coordinate reports to demonstrate results
- Nurture the relationship with the sponsor
- Aim to maintain and keep a sponsor



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