

4-D SPONSORSHIP APPROACH

Author: Lelde McCoy. Managing Director, The Reputation Group

Revision date: February, 2009

Pages: 1



Public relations has a crucial supporting mechanism in event and sponsorship marketing with the latter's growing importance in the overall marketing mix.

The 4 Dimension (4-D) approach to sponsorship below will provide you with key aspects that must be considered when engaging in a sponsorship program. They are:

1. **Cognitive dimension** – traditional exposure and recognition of the sponsorship via branding, media publicity and signage.
2. **Emotional dimension** – linked to corporate values and culture and includes cause-related sponsorships.
3. **Behavioural dimension** – changing habits, changing attitudes and changing loyalties.
4. **Commercial dimension** – the cold reality that every sponsorship must have a return on investment.

Traditionally public relations activities have been focused on providing awareness of a sponsorship. Today they need to change corporate reputations, brand preferences and have a bottom line impact. Public relations is an ideal vehicle to ensure delivery of the 4-D's in a sponsorship because of its:

- Wide range of creative and interactive tactics.
- Ability to build relationships with different market segments.
- Capacity to build emotional links for brands with consumers.

One of the most significant changes in the last couple of years has been the use of online media to support traditional sponsorship communications. An online presence can boost the audience for an offline event. Web sites, kiosks and chat rooms offer exciting opportunities for sponsors to interact with their audience and attract new groups to their sponsorship and brand. Online publicity works best if it is coordinated with real world publicity. The role of PR in a sponsorship, apart from incorporating the 4-D dimensions, is to align all activities with the brand's values, reputation drivers and product messages.

About The Reputation Group

The Reputation Group is a boutique public relations agency based in Melbourne, Australia. We are a strategic communications and public relations consultancy with particular expertise in brand and reputation building, marketing communications and corporate responsibility and sustainability. We are passionate professionals, offering the one-to-one service of a boutique agency with deep experience gained working with major corporations, industry associations, government, and not-for-profits. We strive to provide clients with the highest level of service backed by total accountability and value for money.

If you would like us to help translate your communication challenges into opportunities to enhance your organisation's reputation, our contact details are below.

The Reputation Group
Level 4, 470 St Kilda Road
Melbourne Victoria 3004

Tel: +61 3 9820 2633
Fax: +61 3 9820 9722
info@thereputationgroup.com.au

www.thereputationgroup.com.au