

# SPONSORSHIP SELECTION

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Revision date: December, 2008

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Sponsorships are becoming an essential part of the marketing mix. They can drive business growth, build valuable business relationships, create forums for communication and support, reposition or migrate the brand.

To receive great results from sponsorships, eight factors need to be considered in making a sponsorship selection.

## 1. **Target audience**

- Who does the sponsorship reach?
- How important are they to you and why?
- Is the sponsorship aligned with the needs and interests of customers and employees?

## 2. **Objectives**

- Will the sponsorship meet your objectives?

## 3. **Reach/Cost**

- How many people will it reach, at what cost?
- Can the objective be achieved in a more cost-effective way?
- What is the proposal offering?
- Total costs of the sponsorship? (sponsorship amount + additional staff time + advertising + hospitality + purchase of product)
- How many other sponsors are involved?

## 4. **Strategic value**

- Does the activity support your business, brand, marketing or corporate affairs strategy?
- Does it provide a brand experience?
- How can it be leveraged – media publicity or hospitality?
- What key messages will be communicated? Do they align with your activities and core values?
- Does it provide a long-term solution?

## 5. **Resources**

- How much time and support will be required to maximise sponsorship opportunities?
- How experienced is the sponsored organisation?
- Is the sponsored organisation committed to work in partnership with you?
- Does the partner organisation have the capacity and resources to promote and implement the project to your standards?

## 6. **Managing risk**

- What is your partner organisation's reputation? Do they have a credible record?

- How would the Government be implicated if the sponsored party were involved in a scandal?

## 7. **Staff involvement**

- Any opportunities for staff involvement?
- Will it raise staff morale?

## 8. **Benefits**

- What is the sponsorship aiming to achieve for your business and the community?
- What measures will be used to determine the extent to which it has been successful?

## 9. **Why do sponsorships sometimes fail?**

- Not based on the needs and interests of key audiences.
- No budget for activation.
- Not long term.
- No measurable objectives.
- Due diligence not done properly.
- Too much competition amongst other sponsors.
- Failure to excite your employees.
- Insufficient staffing.
- No local extensions.
- No communication of added value.

### **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.

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