

An Introduction to Sponsorship

Catalyst Consortia

Milton Keynes

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Led by Wendy Smithers

This session

- Burning Issues or Questions?
- Style of session and timing
- My background

- The funding mix
- Where sponsorship fits in
- When it is relevant?
- Sponsorship Essentials
- Making approaches
- Building Relationships
- A Consortia approach
- Pitch Planning
- Q&A



SHOW ME YOUR PASSION & I'LL SHOW YOU THE MONEY

Who wants my £10? (imagine it is £10,000!)

Why?

What for?

What can you do for me?

What difference will it make?

Why should you have it over others?



The Money Mix

- Sponsorship
- Public
- Trusts and foundations
- Individual donations
- Membership schemes
- European and international
- Events
- Earned Income
- Income Generation



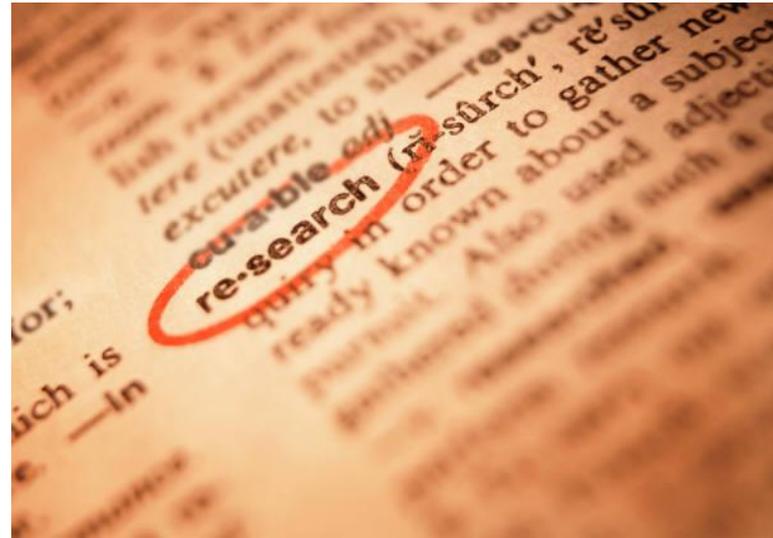
Skills of a Fundraiser

- What do we need?
- How can we best help our cause?
- Who or what will help us reach our target?
- Our enemies; fear, apathy, stagnation, distraction, lack of confidence, lack of passion, disinterested in consequences
- What steps should be take if we have a fundraising or sales skill/resource issue?
- Key sponsorship differences; timelines and cost



The Three Rs of Funding

- Research
- Research
- Research

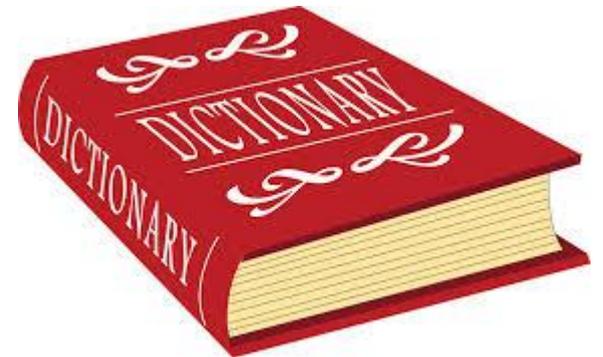


- Research is the key to successful fundraising and securing sponsors
- Labour intensive, but vital
- A strategic approach to fundraising will increase your chances of being successful

What is Sponsorship? - Some Definitions

- Sponsorship is an investment in an activity, a community event, individual, venue, broadcast, institution, program or cause which yields a return for the sponsor.

Anne Marie Grey



- Sponsorship is a joint marketing activity, not simply a method for raising funds. Kim Skildum Reid

Where does sponsorship fit in?

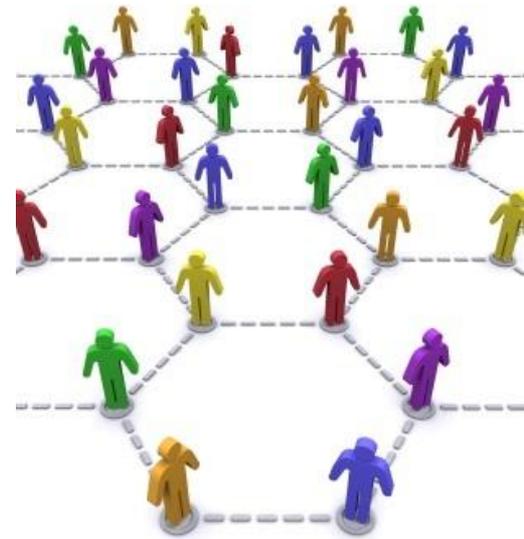
- Where it is relevant
- Where it can impact across the business
- In-kind is easier than cash
- Local and regional links
- Networks and contacts
- Communications
- Target audiences
- Team and individual opportunities

When is Sponsorship right?

- When there is a clear synergy between the artist or project and the brand
- Sponsors are unlikely to fund unknown artists or projects UNLESS they associate with innovation and risk
- Sponsors are unlikely to take major risks which is why they will tend to align themselves with established artists
- You are only attractive to brand sponsors once you've established a buzz, a fan base, social media followers and online content
- Tours, festivals and live events are attractive as they allow brand to be in a “warm” space with consumers
- Sponsors will need looking after - make sure you have the resource to manage their requirements

Being well networked really helps

- Six degrees of separation - everyone is connected!
- Use **ANY** events to full advantage
- Use personal contacts
- Have an “elevator pitch” ready to go at all times
- Follow-up as soon as you meet someone
- Take advantage of free events
- Use online sharing, networking and information services and sites
- See more work & be seen
- Create a peer network

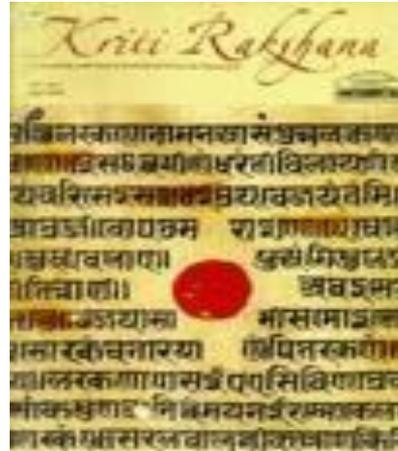


MAKING THE CASE

- ***Why do we need to?! For sponsorship!***
- What's the synergy with the sponsor?
- Why them?
- What is in it for them?
- Who will read it?
- What's the project?
- Who are you?
- Who is it for?
- Why is it needed?
- Why now?
- Demonstrate the impact
- How much do you need?
- How will the money make a difference?

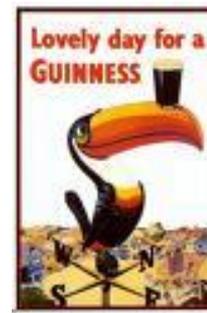


Why do businesses give us money?



My experience

NOKIA
Connecting People



Look at your project requirements...

- ***PUT YOURSELF IN THE BRAND MANAGER'S SHOES***
- What do you require?
- Do you have the resources?
- Are there limits on who you should approach?
- How much are you prepared to offer?

Understand what you have to offer

- Define your ***IDENTITY/BRAND***
- Define your ***AUDIENCE/FANS***
- Define the ***PROJECT/S***
- Define the ***BUSINESS BENEFITS***
- Define the ***PRICE***



Sponsorship in the current climate

- More brands creating their own festivals and events rather than sponsoring
- Long term partnerships v. one off
- Bespoke sponsorship v. standard package
- Partnership not sponsorship
- In-kind on the rise
- Based on value NOT cost of project
- Impact across the business
- Odds are not as favourable as other types of funding
- Match of brand values or corporate message is key
- Content is king - as is access to consumers



Types of Sponsorship

MARKETING/PR

- Branding
- Corporate entertainment
- Membership
- Naming rights
- Awards
- Unique access
- Communications

CSR (*Corporate Social Responsibility*)

- Community investment
- Catalyst for regeneration
- Employee development
- Support education & skills
- Promoting diversity
- Celebrating heritage

In kind sponsorship

- Product or services not cash
- Much easier to get so start here (flights, hotels, print etc)
- More than 20% of support received by small organisations
- Consider media partnerships
- “Preferred Supplier” or “Official Product” status
- Build on existing relationships



Creating a Hit List

Targeting your potential sponsors/funders

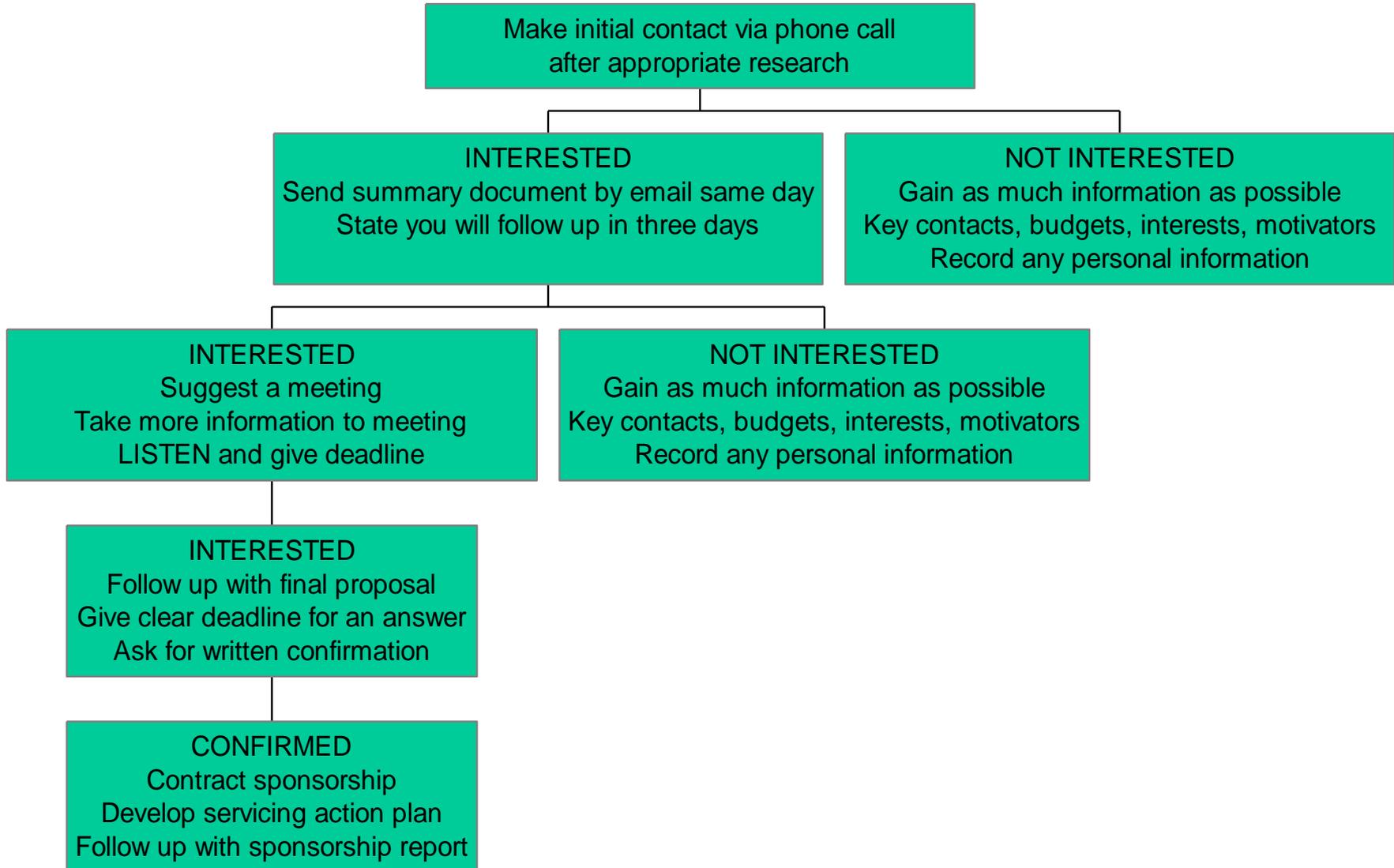
- Is there a clear match with a company/brand?
- Who knows who?
- Who's on your doorstep?
- Where do your friends and family work?
- Staff contacts (including your personal contacts)
- Board/ councillor contacts - get talking - get your ideas out there
- Business contacts (suppliers, contractors etc.)
- Audience/friends/visitors/members
- ***An introduction will get you much further than a cold call***

Before we make contact

- Who we are trying to find within a company?
- How can we get their attention?
- Do we understand their world?
- What have they done before?
- What size of budget and number of employees do they have?
- Do we stand more of a chance in certain sectors?
- What should we send them in the first instance?
- What price do we put on our offer?
- What does the world know about you?



The Sales Process



The Proposal

- Why the sponsor
- Who you are and what you do
- The project
- Your audience/fans
- Publicity
- Benefits to sponsor
- Sponsorship fee (plus VAT)



Presentation Tips

- You are a serious professional partner
- Listen and understand
- Summarise project, benefits, fee, marketing plans
- Keep it clear and simple
- Use images and film/sound
- Present in a way in which you feel comfortable
- **ALWAYS HAVE YOUR KEY OBJECTIVE FRONT OF MIND AT EVERY STAGE OF THE PROCESS**

Managing the Negotiation

- Start from a base of good research
- Remain in control
- Ask leading questions and keep up momentum
- Deal with the decision maker
- Give deadlines
- Close it or lose it
- Maximise income by only giving one package
- Hold back concessions
- Use objections
- **ALWAYS HAVE YOUR KEY OBJECTIVE FRONT OF MIND AT EVERY STAGE OF THE PROCESS**

Servicing & Evaluation

- Understand expectations
- Agree objectives at the start
- Professional relationship
- Ongoing monitoring
- Involve audience/fans in feedback
- Use Qualitative and Quantative
- Demonstrate what your project means to your customers and how the sponsor will therefore benefit by association
- Capture exposure
- Use Audio and visual
- Stay in touch throughout and agree how you'll communicate with each other



Sponsorship Marketplace

As an exercise.....

- Choose one **REAL** project you are raising money for and match it to a **REAL**

SPONSOR

- **Think about why them**

- Why it is a good match/thing for them
- What they can expect back?
- What you will need from them?
- How will it impact across their business?
- Think about how you can differentiate it from other things they might do
- Investigate their sponsorship history/budgets



Session Notes 1

Your Burning Issues or Questions

- How do we align or find synergy with the right companies?
- How can we be attractive to sponsors if we don't have a building?
- How much do we ask for?
- How can we take shortcuts to find sponsors?
- What is in a sponsorship contract?
- What goes in sponsorship proposals?
- What message are we trying to communicate?

Session Notes 2

Why do companies sponsor?

- To reach new audiences
- To collect data
- To build or improve reputation
- To communicate a new message
- To change perceptions
- Team building
- Staff retention
- To test products in a warm environment
- To give staff/customer rewards
- To link with charity/CSR work
- ***Be careful if a company wants to sponsor your event to sell products; sponsorship works best as a soft sell not a hard sell***

Session Notes 3

What skills do we need as a fundraiser?

- Personality
- Passion for our project
- Ability to listen
- Able to think on your feet
- Good at making and using connections
- Well briefed; research done in advance
- Confidence & Credibility; inspires confidence in others
- Focus and follow up
- Reliable and professional
- Resilient

Don't take the no's personally - just learn what you can, record info for next time and move on to the next prospect

Contact

- Thanks for your input today.
- Please prepare a 10 minute presentation to a sponsor that you can present to the group next week.

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