

## Chapter 1 : Marketing plans | Office of Sport

*Sponsorship is the fastest growing form of marketing in the U.S., but it's still very much in its infancy. This is particularly true in the trade show blog.quintoapp.com can find unlimited opportunities to broaden your competitive advantage with this in mind.*

This comes about from natural networking and building relationships based on trust and mutual interests. Think about all the things you enjoy doing and the places where you can meet with these facilitators and leaders. Do you enjoy golf for instance? Plenty of mutually beneficial relationships are built over a few rounds and a couple of beers. What about becoming a member of your beloved football team? A shared passion with your fellow members builds instant rapport. How about volunteering some of your time to help out a not-for-profit organisation? You can create some great connections with other volunteers. Word of mouth referrals are by far the most effective but are also the most time consuming. Choose activities you enjoy and build natural relationships with people; and as a side-effect you may just get your foot in the door with a major sponsor. If you could use some help putting together a winning sponsorship proposal, I provide a range of sponsorship services designed specifically to meet your needs. This process will be longer or shorter based on how you connected with the sponsor initially; longer from a cold call and shorter by a word of mouth referral.

Tips for developing trust: This is the point where a majority of sponsorship proposals fail. Too often sponsorship seekers prepare a proposal without ever working directly with the sponsor to determine their objectives. How can you possibly know what they want or need without ever asking? Once you know what these objectives are you can: Agree on how to measure success Define the value of the sponsorship Provide unique marketing initiatives the sponsor will leverage to meet the objectives Step 6 “ Agree on how you will measure sponsorship success The success of any sponsorship can be measured in two ways: Our role is to provide the unique marketing initiatives to help make this figure a reality. This includes customer satisfaction levels, customer loyalty and brand perception amongst women etc. So how do we measure them? By measuring the side-effects and indirect outcomes. For example, did the number of complaints from customers decrease during the period? The obvious way to ascertain value is to simply ask for a budget. However, this rarely works. Sponsors are unlikely to divulge their budget. If they do, more power to you. But remember, leveraging or activating the sponsorship usual costs between 2 and 3 times the sponsorship amount. So the more difficult approach, but ultimately more realistic and rewarding for both you and the sponsor is to demonstrate value and calculate the required investment based on that value. Step 8 “ Explore the available options All the pieces of the sponsorship puzzle are now coming together. Go back to step 1 and review what you can offer the sponsor. How can you customise your approach to provide the greatest value? These are a given and will be documented in your sponsorship proposal. But they are not the focus. How can you and the sponsor leverage these to meet their marketing objectives and provide value? For more on on how to create unique marketing initiatives see my article on how to attract sponsors with an irresistible opportunity. Keep it short, sharp and to the point. You can of course change the structure below to suit your needs and incorporate any requests from the sponsor. Like so many things, less is more. Through good management and thorough research you already have this information straight from the sponsor. Looking back through your information, propose a number of unique marketing initiatives designed to meet the sponsors objectives, can be measured and provide the required value. Total audience numbers Demographics “ statistical view of the target audience, including age, gender, income, schooling, occupation etc. Psychographics “ attributes relating to personality, values, attitudes, interests and lifestyle etc. You could provide an option below the estimated budget, one right on budget and one over. You may find the sponsors will go for the higher option if the perceived value is there. In the terms and conditions section of the sponsorship proposal include: The cost per sponsorship option as detailed in section 5 above The time-frame of the sponsorship proposal Your payment terms. All of your contact details including email, mobile phone, social media and website address An opportunity to come and see you in action if appropriate e. You could use Word and send it by email. Get it professionally printed and send 2 copies to the sponsor and keep 2 copies for yourself. A few days later call

the sponsor and get their feedback on the proposal. If the sponsor requests changes, review them in context and adjust your pricing accordingly. The situation may change in the future and the last thing you want to do is burn your bridges. Well there you have it, my 10 essential steps to create a winning sponsorship proposal. Best of luck and I hope it serves you well. Happy sponsorship seeking! Cheers, Kym.

## Chapter 2 : 8 Steps to Create a Great Marketing Plan for your Event

*A sponsorship proposal that fits with the marketing plan Most medium to large businesses will (or should) have a marketing plan for the year. This plan is usually divided into a number of strategies including sponsorship programs.*

I want to provide additional services to my local community or I want someone to help pay the bills on my race car. What would you want to see in a sponsorship proposal and what would your expectations be? A sponsorship proposal that fits with the marketing plan Most medium to large businesses will or should have a marketing plan for the year. This plan is usually divided into a number of strategies including sponsorship programs. And if you understand this, you can create a sponsorship proposal that is laser focused and much more likely to provide value and meet the marketing objectives of the sponsor. You may think businesses are selling goods and services, but what they are really selling is problem solvers – solutions. On the most basic level you need transport from A to B. But it can and often runs deeper than this. You want a car that enhances your status or one that makes your job easier or one that lets you escape the daily grind. Ask yourself – What solutions does my prospective sponsor provide by the way of the products they sell? How can I help them market these solutions effectively with my sponsorship opportunity? Think about how the prospective sponsor is placed: Do they manufacture, wholesale or retail products? Do they provide services? Are the products tangible or intangible? How are the products sold; on-line, off-line? What sales channels do they use; direct to customers, dealer networks, affiliates? What geographical areas do they operate in; local, national, international? Do they operate in a niche market? Ask yourself – How can I link my target audience with my potential sponsor based on a place or places we have in common? The pricing strategy will be a key indicator of how successful you may be in helping them market their products. Ultimately sales are a numbers game – you have a certain number of prospects and a small percentage will convert into actual sales for your sponsor. Then BMW may be a great potential sponsor. You only have to help them sell a few cars and the relationship will be a success. At the other end of the spectrum you may have a target audience of hundreds of thousands of people with a low discretionary income. A relationship with a snack food or soft drink company may be a perfect match. The nirvana is obviously a huge target audience who are in the market for a high dollar product. This is where you can really shine. Promotion can take many forms; from product sampling all the way up to big dollar TV ads, flash mobs to interactive videos. I want to look at each of these a little further: Actually, it refers to the people who work in and for the sponsor. So this means you. Without this relationship you are very unlikely succeed with your sponsorship seeking efforts this is why networking is so important. This know, like, trust process starts with your first informal meeting with a prospective sponsor. It moves naturally on to the presentation of a professional and customised sponsorship proposal, the implementation of a sponsorship program and the delivery of measurable results. Can I deliver on what I promise? This is the system, the way a sponsor conducts their business and manages the customer experience. Each of the preceding elements combines to make up the process. You can think of the process as all of the contact a potential customer has with a sponsor; from initial interest all the way to after sales support. To be effective, each step in the process must be logical and consistent; the outcome being a positive customer experience. Ask yourself – What processes and procedures will I put in place to make sure the potential customer has a positive experience? How can I provide the sponsor with meaningful measurements and data? Well there you have it, part 1 in the new 3 part series of articles exploring ways you can go about creating that perfect sponsorship proposal. To view part 2 of this series visit [How to deliver exceptional value in your sponsorship proposal](#). If you enjoyed this article make sure you check out other popular articles including:

### Chapter 3 : Sponsorship Proposal Template: Edit and Download [+Free Sample]

*One of the fundamental keys to getting sponsored is your ability to create a winning sponsorship blog.quintoapp.com's an important document in the process of going from sponsorship seeker to marketing partner.*

Outline what you plan to do. Include a SWOT analysis – your strengths, weaknesses, opportunities and threats. Target market analysis Define your current market using the techniques outlined in target marketing. Whether your club should stay in the current market. If your club and its offerings can compete effectively. Whether current marketing strategies and tactics are effective. Specific – how, when and why? The more details here the better the success. Measurable – what figure quantifies success? Achievable – do you have enough people, resources and time? Realistic – can you reach your targets? Start small and go up in increments. Timetabled – supply dates. Marketing mix Develop a marketing mix that will help you achieve your objectives. For most tactical marketing plans the emphasis is on promotion. Implementation and control Describe how you plan to achieve each outcome; when, the cost and who will be responsible. Simple marketing plan sample for Fenwood Basketball Club This marketing plan has been developed to help Fenwood Basketball Club increase the number of junior participants for the season. Situation analysis Fenwood Basketball Club has been in operation for nearly 20 years In the early years, there were three teams in each age level In the past eight years, numbers have been steady with only one male and one female team in each age division The community has had relatively stable families that have now grown older and fewer younger children have entered the community to sustain earlier numbers Two years ago, a new affordable housing estate opened in the region, indicating an increased number of children new to the area who may not know the club There are two primary schools in the area: Target market analysis The target market of the club is all local children aged between 5 and 14 years of age The main focus of the campaign will be the new housing estate. Problems The new residents are not aware of the club Basketball is only played on an occasional basis at the schools Few volunteers available to assist in promoting the club Lack of trained coaches. Large number of new children in the area Former players now have children of their own in the area State association is due to promote the game in the local schools in the next 12 months. Objective To increase the number of junior participants so that there are two teams for each age division male and female during the upcoming season. People Volunteers – adequate to support two teams in each division Recruitment – need to recruit additional coaches and volunteers to cover new teams. Promotion Sign on day – flyers delivered to all houses in new estate, ad in local paper for 2 weeks prior, address at school assembly get permission off principal , ad in school newsletter Banner – outside club facilities State Association – providing general info flyers about basketball Senior players – provide skills demos at school assembly and on sign on day Coaches – provide short sample training session at venue on sign on day. Implementation and control Flyers – printed one month prior to sign on day and distributed the weekend before Advert – In paper mid week for two weeks before sign on day Press release – to local paper with basketball-related story to reinforce advert Schools – address student during week prior to sign on day State Association – get commitment of support three months prior, confirm one month prior Roster – senior team and coaches to attend various promotions and sign on day. Produce checklist with all specific activities, dates, costs and responsibilities for the above. Communicate this to all involved. More information For direct marketing tools and tips, including database templates, media contacts, research, image generators and more, head to Our Community. For practical ideas to successfully market and promote your club, Club Help can help. Head to the Australian Government Business site for a step-by-step guide to marketing and download the free Marketing for Good not-for-profit toolkit from the Australian Marketing Institute.

## Chapter 4 : Sponsorship Marketing: Five Criteria for success

*Done properly, sponsorship marketing can offer much more than mere affinity and "eyeballs." It can also play a starring role in activating consumer behavior and motivating an entire system to.*

Your hub for horsepower Get first access to hit shows like Roadkill and Dirt Every Day Join free for 14 days now A series of phone meetings were held to uncover the goals and objectives of the company. What we discovered was that for the racing program to be successful, it had to be multifaceted, and it had to influence the selling process on three levels: While developing a program to fit the guidelines, I outlined to the client the four-stage Motorsports Marketing Program Circle Track June The first stage was to associate the fruit juice company with all facets of the race team. The goal is to build a foundation for the company that the entire motorsports program can build around. One interesting part of this program was Stage Two: Exposure Circle Track July The company was not concerned about the exposure that would be generated from it being on the racetrack. It was focused on developing programs that moved product through the three different selling levels. So we quickly moved on to Stage Three: In short, the heart of the entire program revolved around a series of contests that affected the three selling levels for the company. On the distribution level, we discovered that the delivery drivers who brought the product to the retail stores played an important role in how the product was displayed in the store. The drivers influenced store managers to allow them to set up racing-related special point-of-sale materials and product displays. So, to influence the delivery drivers to maximize their selling efforts, we created a contest that awarded the top driver in each territory with a trip to a racing school. The driver that sold the most overall would then receive an all-expense-paid trip for two to the Winston Cup race in Las Vegas. On the retail level, we had to offer something to the store managers and their district managers. So, we put together a program with three different levels of involvement. The more the store participated with the program purchasing additional product, the more it received. For example, if a store was in the first level of additional product, it would receive some point-of-sale displays and be entered into a contest to win tickets to a local racetrack. Store managers that purchase into the second level would be entered into a contest to win an all-expense-paid trip to the Winston Cup race in Las Vegas. Finally, store managers that purchase into the highest level would receive everything plus a show-car appearance and driver autograph session for up to six hours. The driver appearance would also be supported by free ticket giveaways to a local Winston West race in which the driver would compete. For the district managers, we developed a hospitality program at the racetrack to entertain them and open discussions for future plans and promotions in The district managers would be entered into a contest as well. The winner would stay in a suite at a top Las Vegas hotel and enjoy the race from a luxury skybox at the track. The contest was supported by the show car and driver appearance tour, radio commercials, and live remotes along with in-store point-of-sale material and attractive displays. Based on this program, the company calculated the projected quantity of fruit juice that would have to be sold. The total represents new revenue to the company. Then the company worked backward to figure a percentage of that revenue to be used to fund the two-race sponsorship. So from a return on investment analysis, we all had an idea of what had to be accomplished to make the strategic partnership a success. With the plan in place, it was time to work out the details. I began working with the team to identify companies that might like to align with the team and our title sponsor. Because the program had a great deal of impact, we were able to secure a marketing partnership with a top Las Vegas hotel willing to give us two luxury suites for our contest winners. We found a company that wanted its name to be featured on the race car, and in return it gave us 10 passes to its suite at the Las Vegas Motor Speedway. A local racing-themed restaurant gave us some free dinner passes along with some merchandise to offer the contest winners. The race team reallocated this money into the racing budget, which gave them even more money for the two races. If you recall, I mentioned that this program was a just a two-race test for the sponsoring company. So not only does the race team profit this season, but there also is the chance of securing a major sponsor for next season if all goes well. In conclusion, I would like to say that at this point you should think about what you have learned so far from these four articles. You also should have a solid understating of your racing property, the exposure

associated with your property, and how to build a marketing program around it. It is important to become more familiar with your potential for a strategic alliance. To build your own strategic alliance, you should concentrate on contacting companies that do business with other companies that may also be interested in becoming marketing partners with your racing program. But keep in mind that you just cannot call and pitch a motorsports program to the company based on the concept of strategic alliances. You have to be very specific on how a strategic alliance with your racing program can benefit that company. Remember, the more money you can make for them, the more money you are worth.

### Chapter 5 : Why Having a Strong Marketing Plan is Critical for Sponsorship Seeking Success - Power Spo

*Sponsorship & Marketing Plan - AC Savoia 1. SPONSORSHIP! & MARKETING PLAN! 2. L'origine del nome non Ã" nota. Una prima ipotesi Ã" l'incitamento dei soldati sabaudi Avanti Savoia, di cui i soci fondatori avevano fatto parte e combattuto per la Casa Reale.*

A couple of years ago, it would have never occurred to me to write this blog. The scenario! A large brand takes up naming rights sponsorship of a major event. Seemingly clueless to the basics of best practice sponsorship, they are under the impression that the sponsorship itself is going to deliver their results. And with that, they roll out this classic line: And make no mistake about it, trying to muscle a sponsee into diminishing the effectiveness of their marketing plan, or their bond with fans, is really nothing but brand selfishness that will backfire spectacularly. Of course, this was the advertising that was now supposed to be thinly disguised brand advertising. In most of these cases, the sponsee had enough spine to knock back these ridiculous requests. In some cases, it cost them the sponsorship. In all honesty, they were far better off without it, no matter how much it hurt financially. And in an unfortunate few, the financial need was so great that the sponsee buckled and gave the sponsor what they wanted, and regretted it from the day they did. The mindset of sponsors who make this type of requests is clear: We paid so much money that we dictate the rules. What a sponsorship seeker needs to do and say with their marketing, and the way they connect with people to drive interest and passion and bums-on-seats, is not interchangeable with what you need to do and say to get people to shift their home loans or buy a car. Being a welcome part of that experience â€” demonstrating understanding and respect for the fan experience and adding value to it â€” is an absolute requirement if you want to deepen your relationships with those fans, building preference, intent, loyalty, and advocacy. And if the sponsee loses control of their marketing channels to, and relationships with their fans â€” and their marketing starts to look like nothing but one big billboard for your brand â€” those fan relationships will diminish, and fan passion and commitment will diminish right along with it. Not for long, mind you. Unfortunately, this is still a pretty common mindset among older school sponsors. But as soon as you start to frame sponsorship as a cheap alternative to advertising, you have set yourself on a very predictable path. Ticket revenues, merchandise sales, donations, entry fees, and more can outstrip what you pay by multiples. But when it comes right down to it, the topic of the blog is really about what not to do. If you want more on what you can do to make your sponsorships really work, I suggest starting with this round-up of blogs on the topic of best practice sponsorship leverage: Please drop me a line to discuss. For republishing information see Blog and White Paper Reprints. If you liked that post, then try these

### Chapter 6 : Should Sponsorship Be an Extension of a Sponsor's Marketing Plan? - Power Sponsorship

*Sponsorship has always proved to a lucrative and viable form of advertising. The belief that brands place in this type of advertising is huge. Research points to the global spend on sponsorship soaring to \$ billion this coming year [1]. So how can brand managers ensure they deliver effective.*

October 13th, You put a great amount of effort into organizing an event, but may often get worried about how many people will show up at the event and how you can help them get the most out of your event. Here, we provide a guideline on how to compile your marketing strategies and make good use of recent technology to increase event attendance and attendee satisfaction while saving time and efforts. Ask yourself - Do you want your event to achieve a tangible goal such as attracting attendees, or an intangible goal such as strengthening relationships with your association members or business partners through the event? Just make sure that your team is on the same page and pursuing the same goal. Big or small, you should also be aware of the budget allocated to your marketing effort. Set Event Content Creation and Management Tactics Keeping the goals in mind, prepare the marketing content such as the event schedule, speaker list, and key messages to highlight e. It will help avoid tons of manual tasks and time spent. As not all event information is available at once, you may have to manually and repeatedly update event websites, registration pages, and many other materials such as an event app. Some recent event management tools like Agenda Center automate the time-consuming tasks and reduce human error. For example, once you upload the agenda to the dashboard in a spreadsheet, it creates a sleek agenda table that you can easily insert in your event websites and any other web pages. Any update will automatically sync with all the websites as well as the Whova event app to learn more, Request information here. Updating the agenda across platforms website and mobile is efficient. I appreciate being able to make quick updates in one central location. You can first analyze attendee data collected from previous events. Most importantly, technology usage will tell you what channels and tactics are effective means of reaching out to them. While older folk may be better informed through more traditional methods, young adults are almost exclusively found through digital channels, such as social media. In general, event listing websites such as Eventful , Hey Event , and 10times , are good places to promote your event, regardless of the age of your attendees. Summarize Your Communication Tactics Marketing is all about engaging audiences, so you really have to set your communication tactics straight. Consider how to effectively inform people about your event. While there are general e-mailing systems like Mailchimp, it is much more effective to use both e-mail and push notifications via an event app. The Whova app was a great organizational and communication tool for our meeting participants. We look forward to using Whova for future events. If your invitation will go out to previous attendees, you can mention this to engage them and add statistics, videos, or pictures from the previous event. You should use this common goal to motivate them to participate in promoting your event. For example, you can request them to help pass on flyers or encourage them to spread the word about your event on social media. If you happen to use the Agenda Center for your event website shown in the Step 2 , your speakers can conveniently promote their sessions on social media with one click. Establish Last-minute Promotion and Engagement Tactics In regards to marketing, the final stretch before the event is a stressful one as you not only try and get attendees to go last-minute, but also raise excitement for those who are already going. Set a good event hashtag and drive registrants to tweet their excitement. In our observation, many successful events provided a place for their attendees to virtually interact with one another ahead of time. It helps create buzz and spread words through registrants. One example is the Event Bulletin Board on Whova. They can ask any questions to organizers, schedule carpools, create a custom topic to chat about, ask for help on finding lost items, etc. Request a demo if it sounds interesting to you. Many event management systems e. The data and the insights you gain will help you make the next event you plan even better. For example you can use them to attract new sponsors, improve certain logistical aspects of your event, and, of course, further increase attendees.

### Chapter 7 : The 6 Ps of the perfect sponsorship proposal - Practical Sponsorship Ideas

*5 Reasons Sponsorship is a brilliant marketing strategy. Sponsorship is often overlooked in a marketing mix, however it can be an incredibly powerful tool for promoting a business, especially within local communities.*

Five criteria for success Sponsorship is a friendly way of marketing. When prospects are on the receiving end of your advertising they know that you are trying to sell them something. So naturally their guard goes up. They prepare to deflect your advertising assault. And they are looking for the fine print. They are searching for the lie in your claims. Sponsoring is perceived as a good thing. When you sponsor an event, community group or cause that your prospects like - they are more likely to like you. And they are more likely to trust those that they like. Trust makes it easier for prospects to buy from you. By sponsoring you are indirectly saying that you support the cause. For that reason be sure to include sponsorship in your marketing. But, choose your sponsorships strategically. The next questions are, "What should you sponsor? Pick your cause - a charity, social issue or community group. Pick an event - a fundraiser, community event or gala. Pick a group - a business association, team or social group. From a marketing point of view the question is, will the people who participate reward you with enough referrals, business or good will? Some of this payback is long term. So you need to test your personal convictions. Do you support this cause enough to loose money on it in the short term? Did I expect a full return on my investment? No - not really. It was a small amount of money, much less than the cost of a traditional advertisement. I needed less than one sale to pay back. I was happy to support my daughter and proud to appear as a sponsor. Any business that I got would have been a bonus. Sometimes you sponsor just for the exposure to the right group. I did not expect direct business from it - just recognition and profile. It was a relatively small amount of money, only a few hundred dollars. Yet I received almost as much profile as the event major sponsors who invested thousands of dollars. It also provided a good conversation opener because folks thanked me for the wine. Test your sponsorship opportunities against these five criteria: A negative rating for any one of these criteria could be enough to disqualify this particular sponsorship. Relative cost to exposure Is the cost relatively small compared to other venues of reaching this group? Are you getting more exposure or better targeted exposure from the sponsorship compared to other marketing avenues? Related to this point, is how well can you leverage the sponsorship? Can you get a list of names? Can you market to them before or after the event? Will it help you to list this sponsorship in your other marketing materials? Audience targeted to your best prospects The best prospects for my marketing training and consulting are business owners of mid-size companies. So, I would rather sponsor a forum that reaches business owners versus 1, front line customer service reps or 10, students. Be clear on who your sponsorship message will reach. Your relative exposure among the sponsors How many sponsors will there be? How well will you stand out and be noticed among the other sponsors? Being one sponsor among three is much better then being one among 20 sponsors. Do the other sponsors lift your profile? Will you be in the company of other sponsors who make you look good? If you are a small business you might want to be seen in the company of large well known corporations that elevate your influence. Even the cause you sponsor can help or hurt your image. We judge you by the company you keep. Whose company are you keeping? Do you support the cause? If you fake your support you will be uncovered and it will haunt you and hurt you. Sponsorship can be an important element in your marketing activities. Sponsorship can provide you with a profitable return if you have clear expectations of the results and your motivation. Use the five criteria described above to help you make smarter choices in your sponsorship marketing.

### Chapter 8 : Racing Sponsor & Marketing Plan - Hot Rod Network

*Blueprint for Strategic Sponsorship 18 About Janus Kodadek Janus Kodadek is a senior marketing professional with 12 years of experience in marketing and communications strategy in the sport, fashion and FMCG (consumer goods) industries.*

Grow How to Boost Your Small Business Through a Sponsorship Sponsorship marketing is one of the easiest, most affordable ways for a small business to gain a lot of exposure. Getty Images Supporting a good cause not only provides businesses with convenient advertising, it also creates positive publicity that encourages potential customers to choose your business over not-so-generous competitors. Whether you have thousands of dollars to give, or just your time, sponsorship marketing can boost your small business. Why Sponsorships are Good Marketing Investments There are various types of sponsorships that your business can take advantage of. A sponsor is the individual or group that provides the support, similar to a benefactor. Target a niche market: Distinguish your business above competitors: Types of Sponsorships Small businesses often overlook sponsorship marketing due to preconceived notions about corporate giving. These notions only limit marketing potential. Philanthropy takes so many forms that any small business can take advantage of its benefits. These are just some of the ways you can give back AND boost your small business. Pro Bono Service Find another company or non-profit organization that requires your services, and do the job free of charge. Cash Donations The potential impact of a cash donation depends on how much cash you can give and how much cash the recipient needs to accomplish their goals. Established non-profit organizations typically attach the level of publicity they give sponsors to the amount of money each sponsor donates, so reaching the truly promotional tiers often comes at a hefty price. If you have a lot of extra funds to give away, go for it! Prize Donations Prize donations are a top sponsorship opportunity for small businesses. If you have a service-oriented business, you can donate gift certificates and show off your valuable skills to winners. If you have a product-based company, consider donating your goods to a related non-profit i. Check out these examples. Red Bull did take off, however, when the company started giving away drinks at VIP and sporting events. Now, Red Bull is one of the most in-demand energy drinks in the world. Start Sponsoring Ready to begin planning your sponsorship marketing campaign? Jul 3, More from Inc.

### Chapter 9 : 10 essential steps to create a winning sponsorship proposal - Practical Sponsorship Ideas

*Understand the interactions between sponsorship advertising that promotes the brand's relationship to the sponsorship and other marketing investments. A company might discover, for instance, that magazine advertising complements the performance of sponsorship-related advertising.*

Tweet I can hear you. A strong marketing plan is the foundation upon which you can build your sponsorship success, and the raw materials to make you more effective and efficient, to create real differentiation with sponsors, and to demonstrate your professionalism. More specificallyâ€¦ You will be better able to target the right sponsors Most sponsorship hit lists are created by one of two processes: Listing all of the categories of sponsor who are materially involved in whatever it is you do. Tyres, fuel, oil, protective clothing, car partsâ€¦ errâ€¦ running out of ideas here. But if you have a strong marketing plan, two of the most important components will be your brand architecture and your target market segmentation, and therein lies the ingredients for the perfect hit list. What brands would naturally fit into the lives of our target market segments? What brands are a natural fit with the attributes of our property? But whether you use that resource or not, you need to have these two things. They are the two most critical parts of your marketing plan, both to your sponsorship and larger marketing success. Psychographics showcases what your property means to fans I know, I knowâ€¦ more lingo. This one is easy. Demographics are hard information about a person: Age, gender, socio-economic status, education, geography, etc. It represents what a person is. Psychographics are like psychological demographics: Priorities, motivations, self-definitions, and lifestyle factors. Your primary segmentation tool needs to be psychographics. If there are three main reasons people come to your event, then those are your three segments. Meaning is now a major sponsorship driver for sponsors. Your segmentation makes that clear. Psychographics are a hotbed for leverage ideas It is widely understood that sponsorship has to be win-win-win in order to be successful. If they understand those markets and their fan experiences, it becomes relatively straightforward to develop creative ideas for leveraging the sponsorship that will work for fans and their brand. They use sponsorship as part of their marketing plans, so talk about segmentation and attribute matches, and how to add value that will have some meaning. Another strategy that elevates your professionalism is to outline your target market segments and your marketing plan in your proposals. They can add to it. If a sponsor understands what your marketing objectives are â€” bums on seats, early membership renewals, launching a new initiative, or whatever â€” there is every chance that you can work together to create a leverage plan that not only achieves brand goals and adds value to the fan experience, but extends your marketing plan. They may have a database of customers or members. They probably have a big social media presence. Some may even own their own media â€” magazines, newsletters, apps, etc. All of that can benefit your organisation and make your marketing efforts more effective. You and your team still need to go through the marketing plan process, if only just to get you the raw materials you need to be more effective at sponsorship. This is not optional. The upshot Trying to sell sponsorship without a good marketing plan is like trying to win the Super Bowl without having the fundamental skills. In fact, it outlines the whole sponsorship sales and servicing process. For republishing information see Blog and White Paper Reprints. If you liked that post, then try these