

# Session 6B



# Sponsorship

# Sponsorship

Jari-Pekka Jouppi

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# Sponsorship in numbers

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The value of sponsorship in 2018 was 66 billion US dollars

About 30 billion US dollars in Europe

Global growth 8,7 %

Sports cover over 90 % of this



# Keynotes for successful sponsorship

11.02%

7.02%

45.25%

-05.63%





Anything can be a tool in sponsorship



Actor portrayal dramatization

# Understanding about the corporate sector

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- Companies seek visibility, image enhancement, more sales, advocacy, corporate social responsibility, etc. through sponsorship
- Good ROSI is important for companies  
ROSI = Return on sponsoring investment
- It's important for the salesperson to understand what the company is seeking through sponsorship and position its offer accordingly



Usborne Little Board Books



# Little Red Riding Hood



Retold by Lesley Sims  
Illustrated by Bao Luu

*Perspective*

WHICH DO YOU  
REMEMBER  
BETTER:  
YOUR COMPANY'S  
STRATEGY OR THE  
LITTLE RED RIDING  
HOOD STORY?





THINKING LEADS TO CONCLUSIONS.  
ONLY **EMOTIONS** LEAD TO ACTIONS.

*Dietmar Dahmen*





The meaning of values

# What is your view on "the good company"?

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- ♥ Do people care about sustainability?
- ♥ Are companies serious, or is it just a matter of greenwashing?
- ♥ Does this subject even matter for a company to run a good business and make money?
- ♥ What needs to be done to be trusted?
- ♥ Are properties with a well developed agenda on sustainability/CSR more interesting than others?



# ”Stop advertising, start solving problems”

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**Adidas co-operation with Parley ends in new products - #adidasparley**

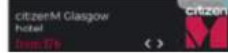




# Adidas x Parley today - a true army of "influencers"



MLS adidas Parley Ocean Plastic jerseys:  
Check out your team's Week 8 look



Dustin Johnson @DJohnson... · 2h

Plastic intercepted from entering the oceans to the shoes I'll be wearing at Pebble Beach!

#TOUR360 XT Parley is available now @adidasGolf

#adidasParley



# Selling TSR

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- "Well planned is half made"
- First, make an industry survey and find out which sectors suite your event
- Look at one sector at a time and specify which companies could suite your event from that industry
- Be realistic in pricing, take the economy into account
- Build different levels into your portfolio
- Include moving pictures in your sales presentation
- The biggest key to success is that you are systematic
- "A good sponsorship salesperson has the nerves of a cow and the skin of an elephant"



# Utilisation



For optimal results, it is advisable for the sponsored party to carefully plan how they can best benefit from the sponsorship





# Measuring the impact of sponsorship

- As a component of the marketing mix, sponsorship is similar to sales or promotion activities
- For this reason, sponsorship should be measured in the same way as any other component of the marketing mix
- It is only by measuring that we can assess whether our sponsorship has had the desired impact





Efficient TSR sales



Plan your sales thoroughly

Be systematic and active

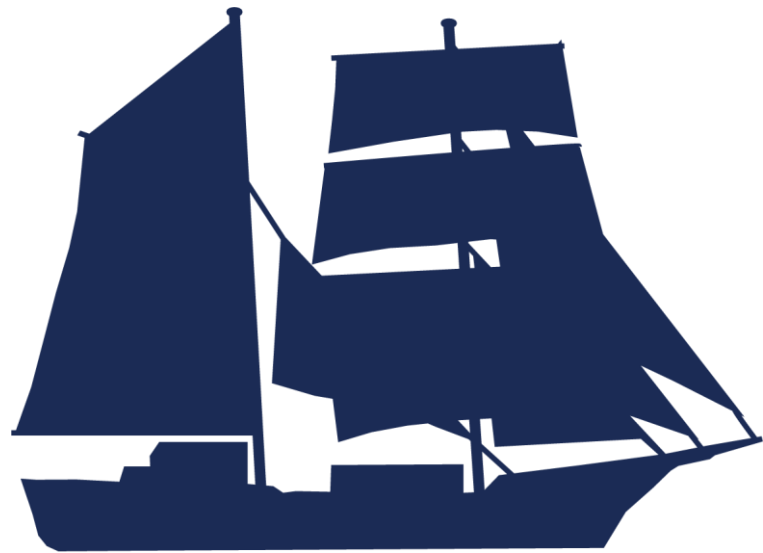
Seek new models and solutions for partner rights



A deep space photograph of a starry night sky. The background is a dense field of stars, with a prominent purple and blue nebula or galaxy structure visible in the lower right quadrant. The text "May The Force Be With you" is centered in the image in a white, sans-serif font.

May The Force Be With you





Freedom Healthy Strong Courageous  
Fresh Strong Prestige  
Athletic Sexy Beauty Ad  
HiTech Innovative  
Teamwork Power  
Risk Innovation Cl Commitment  
Helpfulness  
GoodWill  
Dedication Energy Skills Adventure Adrenalin  
Technical Passion  
Strategic UpMarket Romantic  
Performance CleanEnergy  
Pion Challenge Difficulties  
Trust Technology Sustainable  
Partnership EnvironmentallyFriendly

**THIS HAS CHANGED**



# 2019/ SPONSORSHIP TRENDS & VALUE

INFLUENCERS/  
TARGETING/  
COVERAGE/  
STORYTELLING/  
CONTACT/  
MARKETING/  
REAL-TIME  
EMOTIONS/  
TARGET 24/7  
CLEVER  
SUSTAINABILITY  
DIGITAL/  
MARKETING/

**THIS HAS CHANGED AS WELL**





Let's trim our sponsorship sa(i)les again



Sail Training International

# \$\$ DATA IS GOLD \$\$

## **PAST:**

Basic analytics such as age, gender, and income were good-enough data points.

## **NOW:**

Events must go way beyond the basics.

General focus on smaller and well-defined audiences.

Sponsors messaging and activations are tailored to the needs and interests of individuals.

That's why need specific data about your attendees. The more specific, the better.



# \$\$ DATA IS GOLD \$\$

## GET USED TO IT:

- Lifestyle and insight-related data than basic demographics
- Sponsors want to know what your attendees do for work and pleasure, what kind of music they listen to, where they shop, and more
- MVAs

**“Sponsors are measuring more than they ever have. And if you get to the mid-season or the middle point of a sponsorship deal, and you don’t know how the performance is, you’re not doing the job.”**

Larry Weil, President of The Sponsorship Guy™



# FORGET THE GOLD, SILVER & BRONZE

## PAST:

The traditional way to offer sponsorship was generally in the form of packages; predefined placements for a predefined price. Gold, Silver, Platinum or Bronze became the default way of outlining the cost for each sponsor offering in a one-size-fits-all approach.

## NOW:

There is no value in a standard proposal. Innovative sponsorship programs start with the sponsor in mind, not with the dimensions of your booth or the logo size.

## WHAT TO DO:

Shift your attention to how your event can help sponsors achieve their objectives. Customization, conversation, and flexibility in inventory make sponsors happy.



# FORGET THE GOLD, SILVER & BRONZE

**“ Sponsorship is a billion dollar industry. But if you want a large piece of that pie,  
you’ll need to go beyond putting a sponsor’s logo on your website.”**

Chris Baylis, President and CEO of Sponsorship Collective



# PAY TO PLAY

## **PAST:**

Sponsors weren't that involved in event planning proces.

## **NOW:**

They want to be a part of planning aspects of the event itself — things like presentations and experiential pop-ups. They're willing to pay for the privilege of being deeply creatively involved.

## **WHAT TO DO:**

Bring creativity and innovation to your approach to sponsorship in order to secure deals with the right sponsors



**BECAUSE SAILING INSIDE THE BOAT..**



**IS TO MAINSTREAM..**



**Sail Training International**

# BE DIFFERENT

## AWESOME EVENT SPONSORSHIP IDEAS TO STEAL RIGHT NOW AND GET MORE SPONSORS ON BOARD

- Use Lounges and Charging Stations to Convey Sponsor Messaging
- Seize the Sponsorship Opportunities in Travel
- Partner With Sponsors to Personalize the Attendee Hotel Experience
- Sponsored Live Streaming
- Cater for Busy People With Meals to Go
- Use Mini-Events to Attract Sponsors
- Sponsored City Tours
- Sponsored Wayfinding
- Use Brand Dollars to Pay for Star Speakers
- Water is Essential and Ripe for Sponsorship





# BE DIFFERENT

## AWESOME EVENT SPONSORSHIP IDEAS TO STEAL RIGHT NOW AND GET MORE SPONSORS ON BOARD

- **Make Your Sponsor a Source for Information and Help**
- **Take Advantage of Branded Rooms or Stages**
- **Get Sponsor Help With WiFi**
- **Sponsored No WiFi Zone**
- **Sponsored Parking Spaces and Priority Access to Venue**
- **Sponsored Event Push Notifications**
- **Branded Restrooms, Waste Management, and Waste Disposal Containers**
- **Provide a Different Viewpoint With a Sponsored Drone**
- **Use Creative Logo Placement to Drive Sponsorship Value**
- **Don't Forget About The Floor - One of Your Biggest Sponsorship Opportunities**



# BE DIFFERENT

## AWESOME EVENT SPONSORSHIP IDEAS TO STEAL RIGHT NOW AND GET MORE SPONSORS ON BOARD

- **Sponsored Transport For Large Floor Areas / shuttle buss, seagways etc.**
- **Sponsored Lockers for Attendee Use**
- **Engage Attendees Directly With Sponsors Through Gamification**
- **Create your own heroes & tell their stories not only through official channels**
- **Partners Panels/ Status Meetings prior and after the event**



**Everything we do has to have a value. You need to be able to add  
a number to every action you plan to do.  
If you can't add the number, don't do the rest.**







GOOD LUCK!  
YOU'VE GOT  
THIS!

EMMA  
ROY

# Magda Makowska

MAGDA@SPOCO.CO



Sail Training International

