

The Value of Sponsorship 101



WEBINAR SERIES FOR ARTS PRESENTING

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What are we covering today?

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- What is sponsorship?
- Why is sponsorship important to your presentation or event?
- What are the differences between Sponsorships and Donations?
- What are the top of mind points that companies are seeking out in a sponsorship?
- Defining a media sponsorship vs. a corporate sponsorship

What is sponsorship?

- A Marketing opportunity packaged by an event organizer or owner and sold to corporations. Offers the corporations close association with the actual event through a variety of activities

What is sponsorship?

- Sponsorship is a cash and/or in-kind fee paid to a property (typically in sports, **arts**, entertainment or causes) in return for access to the exploitable commercial potential associated with that property
- While the sponsoree (property being sponsored) may be non-profit, unlike philanthropy, sponsorship is done with the expectation of a commercial return.

From the presenter's point of view:

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- Assistance - Sponsoring organization can provide links to more bums in seats (employees, customers of sponsor) and leads to other sponsors

WHY?

From the business perspective

- Sponsorship provides a great means of broadening your competitive edge by improving your company's image, prestige and credibility by supporting events that **your** target market finds attractive.

In recent years, corporate sponsorship has become the fastest growing type of marketing

Comparison - Sponsorship vs. Donations

	Sponsorship	Donation
Goal	To promote the company in order to sell more products and/ or services	To be a good corporate citizen, to enhance corporate image with its closest stakeholders – employees, shareholders, suppliers
Expectation of Financial Return	Yes, Needs to meet business goals	No expectation of any dollar return
Source of Dollars within Business Organization	Marketing, advertising or communications budgets	From corporate donations budget
Accounting	Written off as a full business expense like promotional printing or media placement expenses – <u>No Charitable Receipt is Issued</u>	Deductible, to set limits depending on the structure of the business enterprise
Level of Exposure/ Publicity	High Exposure through media, on-site exposure	Little exposure other than listing in presenter’s program or newsletter
Determination of Fee Amount	Package price set by presenter and then negotiated	Amount of giving is determined by company making donation – no negotiation (not public)
Where the Dollars go	Majority to Sport – less than 15% to performing arts	Education, Social Services, Health get 75% of donations
Use of Funds	Specific events or programs	Project/ cause related or operating funds

Types of Sponsors

- Corporate – Sponsors entire event or portion of the event by paying cash and/or providing service
- Media – Sponsors entire event or portion of event by providing advertising exposure
- Corporate & Media – Sponsors entire event and provides advertising exposure
- *Note: Each event can have a media sponsor and a corporate sponsor.*

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TOP 6 THINGS COMPANYS LOOK FOR WHEN SPONSORING AN EVENT....

- **1 - A written agreement from you to the event sponsor.**

- **2 - A list of the actual benefits you will give the sponsor (the benefit bundle)**

- **3 - An opportunity to purchase additional tickets or passes at a discount.**

- **4 - An explanation of where sponsor fits, in relation to all other sponsors of event.**

- **5- An event that offers pre, intermission and/or post event reception or activity opportunities.**

- **6 - An event that offers on-site display space, signage space and/or sampling space.**

Steps to Success

- Prepare list of what benefits you can offer sponsor
- Prepare list of potential sponsors
- Prepare a draft contract for when you locate sponsor

Benefit Bundle

– 10 thought starters

- name on all tickets
- logo included in **X** print ads
- logo included on a minimum of **X** posters
- logo included on **X** flyers (included in a mailing to past patrons & distribution at X Theatre)
- **XX** complimentary tickets
- discount on requested reserved seats (**XX%** off retail pricing)
- logo included on Outside Front Cover of performance program
- full page ad in performance program, full colour – Outside Back Cover
- inclusion in pre-show announcement/ speak from stage
- opportunity to hold a pre-performance reception at theatre

Questions?

Next session – March 30th at 1 pm EST

*The Value of Sponsorship – Intermediate Level:
samples of contract and benefit list; rules for setting
fee; guidelines for selling*

Sign up

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