

Enventive
Events · Activations · Marketing

*Enventive takes on the complexity
of brand activation and makes it possible*

SPONSORSHIP REVIEW & ACTIVATION

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INTRODUCTION

At Enventive, we believe that the decision to sponsor should be a business decision and that the investment should help deliver business objectives. And we believe that a sponsorship strategy should be engrained in a corporate culture and that all stakeholders, internal and external, should buy into it.

We also understand that organisations make discretionary donations to not-for-profits and charity organisations. While they may not be exploited as more commercial sponsorships might, we recommend that they should be ethically leveraged.

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WHAT WE KNOW

Everything you do says something about your brand and your business. So what you sponsor and how you manage that investment has a direct influence on your brand message, business outcomes and equity.

We know that your properties will deliver some basic rights that may include branding, customer engagement and hospitality. But it's only when you leverage these rights that you start generating a real return on investment.

Most importantly, we know that sponsorships allow you to reach your market, existing and new, engage them, deliver value and develop deep meaningful relationships in ways that advertising just can't do.

WHAT WE DO

We will review your existing sponsorship strategy and investments and understand better what drives your decision to sponsor and to what extent properties are delivering business and brand objectives.

Having completed a review process, we will propose any alternative sponsorship strategy and a plan to implement and orchestrate it.

OUR METHODOLOGY

We employ a 'DNA' methodology in developing and rolling out a sponsorship strategy and plan.

'D' IS FOR DISCOVERY

We drill into your brand and business purpose and values, review your current sponsorship strategy and see how aligned your properties are to your business objectives and marketing mix.

'N' IS FOR NAVIGATE

Powered through discussion, survey and workshop, we (re)define what represents a successful sponsorship outcome, update your sponsorship strategy and develop an acquisition and management plan.

'A' IS FOR ACTIVATE

Your sponsorship investments will need to be managed. This includes negotiating rights and fees, building relationships with property representative, confirming how and who and what measures success and creating and orchestrating your leveraging campaign.

WHAT WE NEED FROM YOU

DOCUMENTS

If you have these available we'd love to have them. If not, we can tease out the relevant information in a questionnaire or on a 1 x 1 session.

- Strategic plan
- Brand plan
- Marketing plan
- Sponsorship plan
- Sponsorship agreements
- Sponsorship reports
- Anything else you think may help

WHAT WE NEED FROM YOU

YOUR TIME

For the discovery and navigate phase we will require;

- 30 minutes to discuss this document and any administration matters
- 1 hour to discuss the 'big picture' and complete a 1 x 1 questionnaire
- 1 to 2 hours for a sponsorship Critical Success Factor discussion/workshop
- 1 hour to present the strategy and plan frameworks

YOUR INTRODUCTION

A letter of introduction / authorisation

YOUR OPEN MIND

Most of all, we need you to keep an open mind and believe that anything is possible.

WHY SPONSOR?

Before we start, let's be clear about something. Sponsorships will develop brand awareness, but to be honest, you'd probably get a better return on investment advertising on television. Here's ten reasons to sponsor;

1. HIGHLY TARGETED MARKETING

The property you buy into already has a market. Are these people your targets as well? The challenge is engaging them in a way that makes a difference to their lives.

2. CHANGE OR ENHANCE IMAGE

The property you invest in will have its own DNA, set of values and public perception. This may enhance your brand or, indeed, reposition it for a mass or niche market.

3. PRODUCT TRAILING

Will your relationship allow for product demonstration and trailing at a location where your targets are locked in?

4. LEAD GENERATION

A sponsorship can add new people and their data to your CRM system. Ideally, we also want them to sell you to their friends.

WHY SPONSOR?

5. SALES PROMOTION

Your agreement should provide category exclusivity and if you can sell your product at the property you'll have no competition.

6. CONTACTS

Acquiring a data base or mailing list will allow you to communicate with a new set of people. But don't just think addresses - think emails, twitter and Facebook.

7. NEW CORPORATE RELATIONSHIPS

If the property has a number of sponsors you'll have at least one thing in common. There should be opportunities to meet other sponsors and stakeholders throughout the term organised by the property owners - and if there isn't, invent some.

WHY SPONSOR?

8. HOSPITALITY

The property might provide you with an area to entertain your associates or tickets to use at a location

9. STAKEHOLDER VALUE-ADDS

Can the property provide money-can't-buy experiences for you, your stakeholders or your contacts? Think amazing content, think sharing, think brand ambassadors.

10. TAX DEDUCTIBILITY

Check with your accountant, but sponsorships of not-for-profit organisations may be tax deductible.

STAGE 1: DISCOVERY

During the discovery stage we learn about your business, brand and marketing strategy and your existing sponsorship plan and properties.

YOUR BRAND AND BUSINESS STRATEGY

Your marketing plan is built to deliver brand and business objectives so, if your sponsorship budget is part of your marketing budget, so should your sponsorships. To develop an effective sponsorship plan and culture we need to get inside your head and understand your DNA: what makes you, your staff and your business tick.

YOUR MARKETING STRATEGY

Who are you talking to and how? And what are you saying? Through discussion we get inside your marketing mix and find out how effective it is and how you calculate your ROI. At this stage we also discuss what you used to do and why you stopped doing it. Ultimately, we uncover what's holding you back from getting to where you want to be.

STAGE 1: DISCOVERY

YOUR SPONSORSHIP STRATEGY

It might not be written down but if you sponsor something you've got a sponsorship strategy. We make sense of why you have acquired a property, how and whether the sponsorship objectives have been realised.

We workshop what you think the key success factors of a sponsorship are and, from 1 to 10, agree how you are performing... and then suggest how to perform better.

We examine your sponsorship agreements and talk to the property owners to find out what they think of their relationship with you.

OUTCOME

- 1. A clear understanding of who you are and why and how you do what you do.**
- 2. A clear understanding of why you sponsor what you do.**
- 3. A list of critical sponsorship success factors.**
- 4. An understanding of what the rights owners of your properties think of you.**

STAGE 2: NAVIGATE

With the information gathered through Stage 1, we develop your sponsorship strategy, its roll out and management.

SPONSORSHIP STRATEGY (REBOOT)

It may be the first time you've had it written down or it may be a reboot of the existing one. But the framework will be not much different from other strategic documents, and will focus on why you sponsor, and what returns you want from your sponsorships.

WHAT'S OUT THERE?

With a clearer understanding of your sponsorship 'whys' and 'wheres', we'll consider the vehicles you're using to get there and take a look at the type of properties that may better help you achieve your marketing and business objectives.

We consider organisations (sport or otherwise), events, programs, people and causes.

STAGE 2: NAVIGATE

ACQUISITION AND MANAGEMENT PLAN

We will provide some investment options that will deliver your new sponsorship strategy.

We will suggest how to acquire the property, roll-out and manage the contract rights and obligations and we will provide initial thoughts on a leveraging campaign.

OUTCOME

1. **A sponsorship strategy document.**
2. **A sponsorship plan framework.**

STAGE 3: ACTIVATE

This is the doing part. We develop the sponsorship plan framework into an overarching sponsorship bible and action plan. At this stage you can either take over the management and roll out or we can do it for you.

PROJECT TIMEFRAME

To complete Stages 1 and 2, we envisage a 6 to 7 week process from the initial administration meeting to the presentation of the new sponsorship strategy and plan.

	Activity	1	2	3	4	5	6	7
1	Administration Meeting	*						
2	Review of documentation		*					
3	Meeting property owners		*	*				
4	Strategy session				*			
5	Property review and communication				*	*		
6	Proposal development					*	*	
7	Presentation							*