

Attracting Sponsors & Investments

Tim Haak – session leader

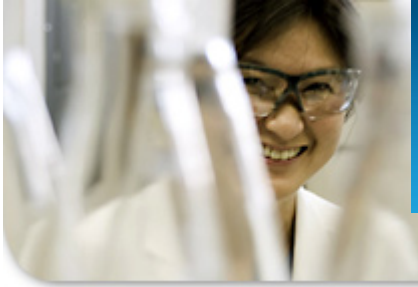
Alberta Agriculture
Cluster Road Show

What is sponsorship



It's a lot more than this!

Sponsorship is a marketing arrangement that will allow the “sponsor” to achieve their goals to drive more business and/or positively build their image in the community.



▶ SOCIAL RESPONSIBILITY

Sponsorships

Within the framework of our community guidelines, EPCOR seeks sponsorships that have a broad-reaching, positive impact on community life in the communities in which we operate.

Vancouver 2010 Olympic and Paralympic Winter Games

United Way Campaign

Canadian Finals Rodeo

Junior Achievement

Grand Prix of Edmonton

The relationship with sponsoring organizations



The relationship is based on you providing the sponsor with access to your customer base through a wide variety of methods in exchange for a fee (that fee may be cash or other goods or services).

Other funder investment opportunities

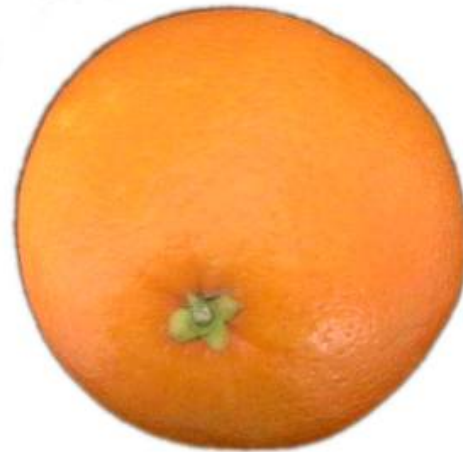


Youth Employment Strategy - Summer Work Experience Supporting Students, Serving Communities

Primarily government related they are interested in achieving specific goals – such as increasing employment opportunities, strengthening communities etc.

Can you help them meet their objectives? - Apply

How do the two compare



They both have motivations and objectives that need to be filled. The information they need to know to determine if your opportunity will be beneficial is quite different. The decision making criteria and process are also different.

Building your sponsorship opportunity

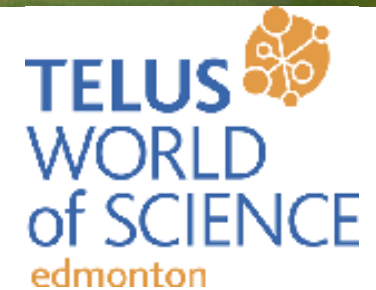


Use a sponsor centred approach

What can you offer over what period of time

Its not about how much money you need

Title or Name Sponsor



Investment/grant applications



Use a funder centred approach

Describe how you can help meet their objectives

Bring your application to life

Developing your prospect list

Look to others for leads –
who else is sponsoring
what

Watch advertising to see
who is trying to attract a
similar audience

Watch for businesses that
are trying to increase/
improve their image in
your community



Solicitation

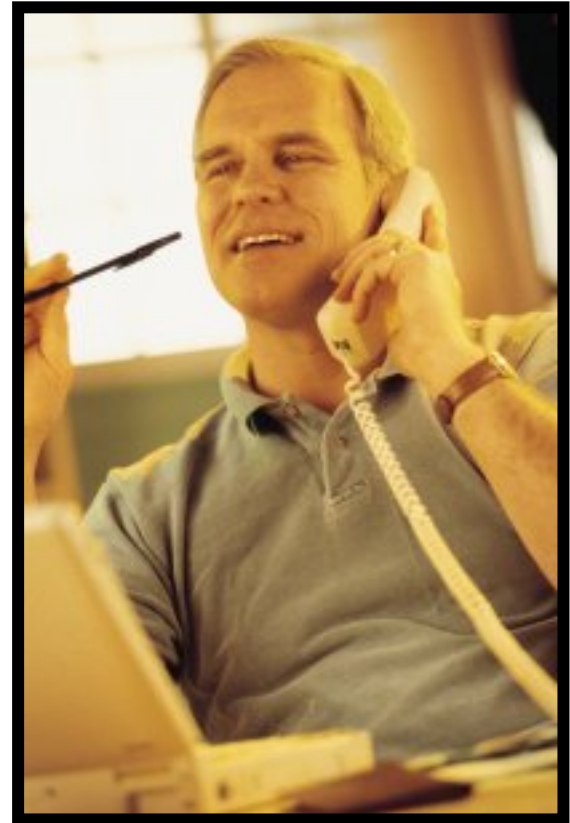
The process and methods

In person

Over the telephone

Written Presentations

Email



How will you build your relationship with your prospects?

Put the agreement in writing



The commitments

- what will you provide (i.e. signage, logo recognition, distribution of material, reports on your successes)
- what is the sponsor providing cash, goods, services, cross promotions
- what is the length or timing of the commitment
- relationship to other sponsors (i.e. exclusive?)

Stewardship of the relationship

Accountability

- Did you invite the sponsor out to see...
- Did you send them information...
- Did you collect testimonials...
- Did you thank them for their business...
- Did you ask them their opinion...



Renewing the sponsors

Ask early

Ask about upgrades

Demonstrate that you are working for them



Looking for more information



www.sponsorshipmarketing.ca



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