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<th>Sponsorship: a helping hand? or a stranglehold</th>
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Sponsorship: A Helping Hand? Or a Stranglehold...

Shandwick Asia
Definition

Sponsorship n. a cash and/or in-kind fee paid to a property (typically in arts, sports, entertainment or causes) in return for access to the exploitable commercial potential associated with that property...
Overview

- Sponsorship snapshot
- Why sponsor?
- Why sponsorships fail?
- Key criteria...

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Shandwick

- Largest independent consultancy
  - 120 offices, 45 countries
  - 1990 staff, 2000 clients
  - 30 strong in Malaysia/Singapore
  - Listed on UK Stock Exchange
  - US$180 million in income
  - 40% Fortune 100 are clients

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Sponsorship: Snapshot

- Atlanta Olympics broke all records
- Telstra, McDonalds, Cadbury, Coke, Ford big winners
- Directly related to $$$
- Coke rumoured to have spent US$300 million supporting US$40 million sponsorship...

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Golden Rule 1

- Be prepared to match every $1 of sponsorship with an additional $1 of promotion
- If you want people to know what you are doing...

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Golden Rule 2

- Sponsorship should not be confused with philanthropy
- There is a definite commercial incentive at work...

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That's Clever/Great!

- Great sponsorships steal show
- Nokia at 1996/7 HK Rugby Sevens
- Gordons Made Edinburgh Green
- Sponsorship taking over sporting, social events...
- But Ambush Marketing at Work...

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Ambush Marketing...

- Favourite trick of marketers
- 'Hackers' of sponsorship
- They will have posters all the way from the airport to your event!

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Golden Rule 3

- Tell Them About it!
- Sponsorships do best when backed by communications programme

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Why the Growth?

- Only mutually beneficial marketing platform
- Decreasing effectiveness of measured media
- Changing social priorities
- Need for two-way communication
- Higher consumer acceptance
Why Companies Sponsor?

- Heighten visibility/drive sales
- Shape consumer attitudes
- Incentive/trade
- Product differentiation
- Entertain clients
- Combat competitive advertising $$$
Why Sponsorships Fail?

- CEO Syndrome
- Greenwashing
- Event Expectations
- Property Hopping
- Too Many Little Sponsorships
- Selling Internally/Externally

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Advertising vs. Sponsoring

- Sponsorship
- Credibility
- Imagery
- Prestige
- Internal Morale
- Sales Rights
- Live Audience

- Advertising
- Standardisation
- Evaluation
- Turnkey
- Make Goods

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Top Twelve Criteria

- Spread of Type
- Naming Rights
- Hospitality Opportunities
- Locations

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Top Twelve Criteria

- Timing
- Event vs. Entrant
- Event Audience
- Event Image

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Top Twelve Criteria

- Signage
- Advertising
- Media coverage
- Measurement

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Tips & Hints

■ Negotiate what you can
■ Get to know your event
■ Get close to the sponsee
■ Guard against ambush
■ Watch out for amateurs!

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Measuring Value

- Identifying awareness/attitude changes
- Measuring sales growth
- Measuring media coverage
- Interest levels/participation
- Key clients/contacts attending

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Shandwick's Advice

- Examine every opportunity on merits
- Have grand plan
- Move away from sporadic events
- Better one great hit...

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You don't need huge $$$'s

- Limited budget doesn't = limited opportunity
- Be credible
- Align with your objectives
- Look for real value, delivery

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Consider a Blueprint...

- Create specific sponsorship measurement
- Assess individual opportunity
- Be consistent
- Be committed
- Seek advice

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