

Activating Sponsorship

Presentation Outline

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- I. Introduction
- II. What do we mean by “activating” a sponsorship?
 - A. Activation: (v) - the optimization of a sponsorship to better achieve the objectives and ROI for the sponsor through a well thought out strategy and effective implementation tactics
 - B. Antonym: “Passivation” (v) - agreeing to a sponsorship opportunity without responding or initiating an action in return. 2. Submitting without objection or resistance to an outcome and being surprised by its lack of impact. 3. see: “Drive By Sponsorship” Throwing a check and logo out the car window as you slow down while hoping for the best.
 - C. The sponsorship of a property is a medium; Activation is the message
 - 1. Not thinking about activation is like buying a spot of the Super Bowl and not having a plan for the commercial itself
 - 2. Activation is where sponsor’s connect their brand *experientially* and *emotionally* to the consumer
- III. Why activate?
 - A. Increase opportunity to achieve sponsor’s objectives
 - B. More effectively communicate with event’s audience
 - C. Maximize the *intangible* value of association with the property
 - D. Magnify the length, reach and impact of the sponsorship
 - E. Better control of the outcome & success of the sponsorship
 - F. Assures better Return On Investment
 - G. Don’t leave sponsor’s value and equity on the table
 - H. Improves event and attendee experience
 - I. Makes job more creative, fun and rewarding
- IV. Why sponsors don’t activate?
 - A. Additional cost
 - B. Lack of time
 - C. Manpower issues
 - D. Limited resources
 - E. Don’t look outside their own silos
 - F. Get complacent
 - G. No ideas
 - H. Don’t really get it
 - I. Isn’t that the responsibility of the property?

V. The Basics: What sponsors should expect, *as a minimum*, from the Organizer

- A. Production of a great experience/event
- B. Fulfillment of *all* the agreed upon rights & benefits
- C. Openness to sponsor's ideas to make sponsor's sponsorship take-off

VI. Using Sponsorship as a Marketing Platform

- A. It is sponsor's opportunity to...
 - 1. Reach and impact sponsor's key audiences
 - 2. Communicate sponsor's key messages
 - 3. Build brand identity
 - 4. Create brand experiences
 - 5. Cultivate client/customer loyalty
 - 6. Build excitement and awareness
 - 7. Expand impact of sponsorship to those not even attending event
 - 8. Sell!

VII. What are others doing?

- A. Spending money on activation
 - 1. Industry average is \$1.70 to activate for every \$1 in rights fees
 - 2. Coca-Cola Americas allocates \$4 - \$5!
 - 3. On a local/regional level is may be more in the \$.25 - \$1.00
- B. Getting creative!
 - 1. Offering unique experiences that connect with customer
 - 2. Discover Card/ESPN College GameDay show set drive to web site
 - 3. Hong Kong-based cosmetics company Red Earth Production Ltd. invited event ticket holders to visit its stores on the day of the event to have their makeup done for free. On site, Red Earth had makeup artists in the restroom to provide touch-ups.
- C. Measuring results
 - 1. When Event Marketing Magazine asked which marketing tactic offers the ability to provide the best ROI, event marketing was listed number one, besting advertising, direct marketing, and promotion.
 - a. Two-thirds (64 percent) of companies conduct some type of post-event measurement, and they allocate an average of 12 percent of their event budgets to that measurement, up from seven percent in 2003.
 - b. What do they measure? The return on their investment comes first (cited by 28 percent), then event traffic (27 percent), then the leads (25 percent).
 - 2. What are sponsor's metrics?
 - 3. Qualitative
 - 4. Quantitative
 - 5. Other

VIII. Strategies for successful activation

- A. Organic – Coming from and being related to the activity or character of the sponsorship property
- B. Relevant – Sponsor’s presence at the sponsored event must “make sense” to the attendee or spectator and relate to their life and interests
- C. Interactive – Create an experience that appeals to, engages and emotionally impacts sponsor’s target customer
 - 1. Capture the emotion of the moment
 - 2. Enhance their experience
 - 3. Engage and involvement them with what is going on (moving from spectator to participant)
 - 4. Provide “unbuyable” experiences

IX. Tactics

- A. Pre-event
 - 1. Sweepstakes/contests
 - 2. Incentives
 - 3. Special offers
 - 4. POP promotions
 - 5. Employee programs
 - 6. Media promotions
 - 7. Advertising integration
- B. During event
 - 1. Hospitality
 - 2. Special attractions
 - 3. Displays & demonstrations
 - 4. Premiums & collectables
 - 5. Special offers
 - 6. Prizes
 - 7. VIP experiences
 - 8. Contests
- C. Post event
 - 1. Bouncebacks
 - 2. Internet responses
 - 3. Special offers & discounts
 - 4. Follow-up interaction
 - 5. Public relations

X. Conclusions

A. Why property organizers and sponsors work together on activation?

B. Thank you

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