

International Festival and Events Association Certified Festival and Events Executive Program

Curriculum Area: Sponsorship

Area Purpose

Over the past generation the sponsorship of festivals and special events has evolved from the quasi-donation of money by a local business to a sophisticated marketing relationship involving the exchange of mutual value. The development of a comprehensive sponsorship plan and successful fulfillment program involves the coordination of numerous details and the working knowledge of a variety of factors. This area of instruction is designed to provide information about the fundamentals of sponsorship

Area Objectives

1. Assessment of an events sponsorship potential
2. Assembling and valuing rights packages
3. Valuing intangible assets & determining appropriate fees
4. Creating compelling sponsorship proposals
5. Making the commitment needed for sponsorship renewals
6. Sponsor servicing and fulfillment
7. Post event reporting and evaluation

Key Instruction Elements (must be covered)

A. What is a sponsor?

Learning Outcomes:

- Understand that sponsorship involves the exchange of items between two entities.
- Understand that a sponsor is associating with your event in exchange for the exploitable commercial potential of that association in meeting their marketing and communications objectives.
- Understand that the receivables involved in a sponsorship transaction for the event/property are usually cash or in-kind value.
- Understand that the sponsor in such a transaction is making an investment for a sales, exposure, branding, and/or hospitality benefit.
- Understand the difference between sponsorship, fundraising, and philanthropy
- Understand the relationship of sponsorship potential to the control that event organizers have over specific event assets components

B. Determination of controlled assets

Learning Outcomes

- Understanding that every organization is comprised of a number of public or private events, activities, etc. which it owns or controls. These are considered assets which can become the basis for sponsorship deals and can be broken down into six basic categories:

1. EVENTS: fairs, festivals, concerts black tie dinners, sporting events, galas
2. SERIES: performing arts series, concert series, racing series, theater packages
3. PROGRAMS: awards, volunteers, artist in residence, special memberships
4. ATTRACTIONS: traveling exhibits, team appearances, marching bands
5. CELEBRITIES/PERSONALITIES: performers, musicians, media stars
6. VENUES: museums, galleries, exhibition sites, sports complexes

C. Event inventory: What is the property?

Learning Outcomes

- Understand the basics of the event: concept, dates, location, organizational structure
- Understand the demographics of the audience
- Understand the role that research plays in the understanding of audience demographics and how it can be applied to sponsorship solicitation
- Understand the demographics of the organization (i.e. Board, members, volunteers, etc.)

D. Marketing inventory

Learning Outcomes

- Understand the relationship between event marketing/media/promotion and the exposure desired by sponsors
- Understand the events advertising expenditures and mix; co-sponsor promotion possibilities; historic PR/publicity coverage; and data base availability
- Understand the events collateral materials (i.e. publications, programs, maps, posters, brochures, banners/signage) role as a sponsorship sales asset
- Understand the role of web sites in the marketing mix and the sponsors sales process

E. Hospitality inventory

Learning Outcomes

- Understand the hospitality possibilities as related to a specific event (i.e. tickets, passes, parking, merchandise, VIP areas, reserved seats, upgraded experiences)
- Understand other potential hospitality experiences related to the event and organization (i.e. private parties and receptions, preview/kick-off activities, golf outings, lodging)

F. Basics of program development

Learning Outcomes

- Understand the need to establish a sound philosophical base for any sponsorship program prior to any sales (i.e. are there any unacceptable categories; how much commercialism is acceptable – what is an event willing to “sell-off”?)
- Understand the typical levels of sponsorship programs:
 1. Title (Sponsor-name-integrated)
 2. Presenting Levels (Presenting, Associate, Supporting, Official)
 3. Proprietary Assets (Venues, Programs, Days, Acts)
 4. Official Suppliers
 5. Media Partners
 6. Donor Categories

- Understand the types of rights generally associated with sponsorship packages:
 1. Exclusive Rights (available to only sponsors at a specific level)
 2. First Rights (sponsor receives the first opportunity to select a specific asset or opportunity as their own)
 3. General Rights available to all sponsors and vary in quantity, including:
 - Trademark use rights
 - Resale rights (Third-party)
 - Media rights (includes telecast)
 - Promotional rights (includes publications, data base)
 - On-site rights
 - Merchandise/premium rights
 - Hospitality benefits
- Understand the process of packaging rights and benefits by level
- Understanding the terms of sponsorship agreements: level; # per level; exclusivity; multi-year; renewal options

H. Determining value

Learning Outcomes

- Understand key issues related to establishing tangible value, including measurements, typical quantifiable benefits, and industry valuation standards
- Understand the importance of intangible factors and their relationship to the valuation process
- Understand the marketplaces ability to pay any potential sponsorship fee
- Understand a basic valuation formula involving tangible values, intangible values, and marketplace factors.

I. Creating compelling proposals

Learning Outcomes

- Understand the keys to effective proposals, including:
 1. Customization
 2. Targeted prospecting
 3. “Natural fits”
 4. Research
 5. Understanding prospective sponsors objectives, perspective, and language
 6. Selling benefits, not features
 7. Creativity
 8. Call to action
- Understand the content necessary in a proposal, including:
 1. Executive summary
 2. Event overview
 3. Highlight bullet points
 4. Audience profile
 5. Opportunity description
 6. Summary of rights and benefits
 7. Fee and terms

J. Sponsor servicing and fulfillment

Learning Outcomes

- Understand the importance of servicing and fulfillment in the overall sponsorship program
- Understand the basic fundamentals involved in the establishment of a professional servicing system, including:
 1. Assignment of a point person
 2. Tracking fulfillment
 3. Activation
 4. Communication
 5. Sponsorship clinics
 6. On-site management
 7. Follow-up/Post event reporting



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