Sponsorship in Marketing

Chapter 7: Portfolios and Rosters

Portfolios and Rosters

On both sides of a sponsorship, considerable effort goes in to selecting and working effectively with partners. Successful portfolios reflect a consistent vision, which drives the selection of the properties.

Properties also invest in developing their roster of sponsors, but this process does not have a goal of seamless communications. Still, vetting sponsors to ensure their matching values and consistency with current sponsors is essential.

Portfolios and Rosters
Portfolio Planning

Each sponsorship portfolio should be set up to provide oversight and control over the process of engagement with audiences, external and internal.

Planning requires many decisions, top considerations are:

- Points in Time
- Presence
- People
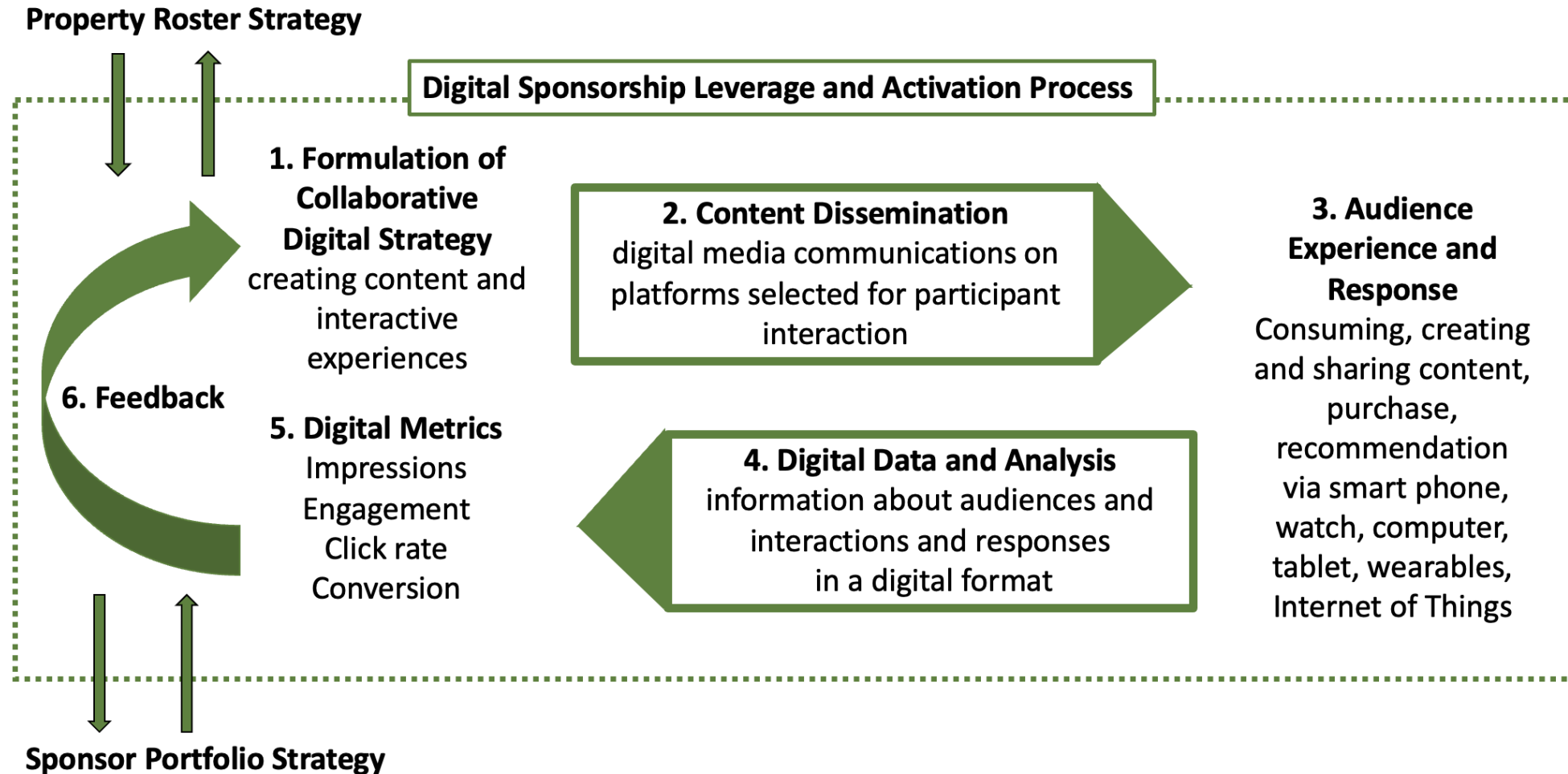- Platforms

MANAGING PORTFOLIOS AND ROSTERS (Beyond the obvious)

- Beneficiary Relationships – links to charity partners are part of the portfolio of relationships that must be managed
- Spillover Effects – each sponsoring brand becomes associated with every other brand on the property's roster
- Event Roster and Property Portfolio – expansions should be managed
- Celebrity Endorsement Portfolios – consider and monitor integration level with sponsoring
- Influence Portfolios – consider and monitor integration level with sponsoring

DIGITAL LEVERAGE AND ACTIVATION ACCORD WITH ROSTER AND PORTFOLIO STRATEGY

- Formulation of a Collaborative Digital Strategy
- Content Dissemination
- Audience Experience and Response
- Digital Data and Analysis
- Digital Metrics and Feedback

Digital Sponsorship Leverage and Activation Process

Portfolios and Rosters
Questions

1. How might a brand with a portfolio and a property with a roster work together to identify areas of synergy?

2. What individual characteristics should a brand or property manager look for when hiring influencers?

3. If an AI assistant were being developed for a partnership, what type of historical data might be most effective for training it to understand brand collaboration potential?