

Sponsorship in Marketing

Chapter 13: Internal Audiences for Sponsorship

Internal Audiences

Examples of Potential Benefits

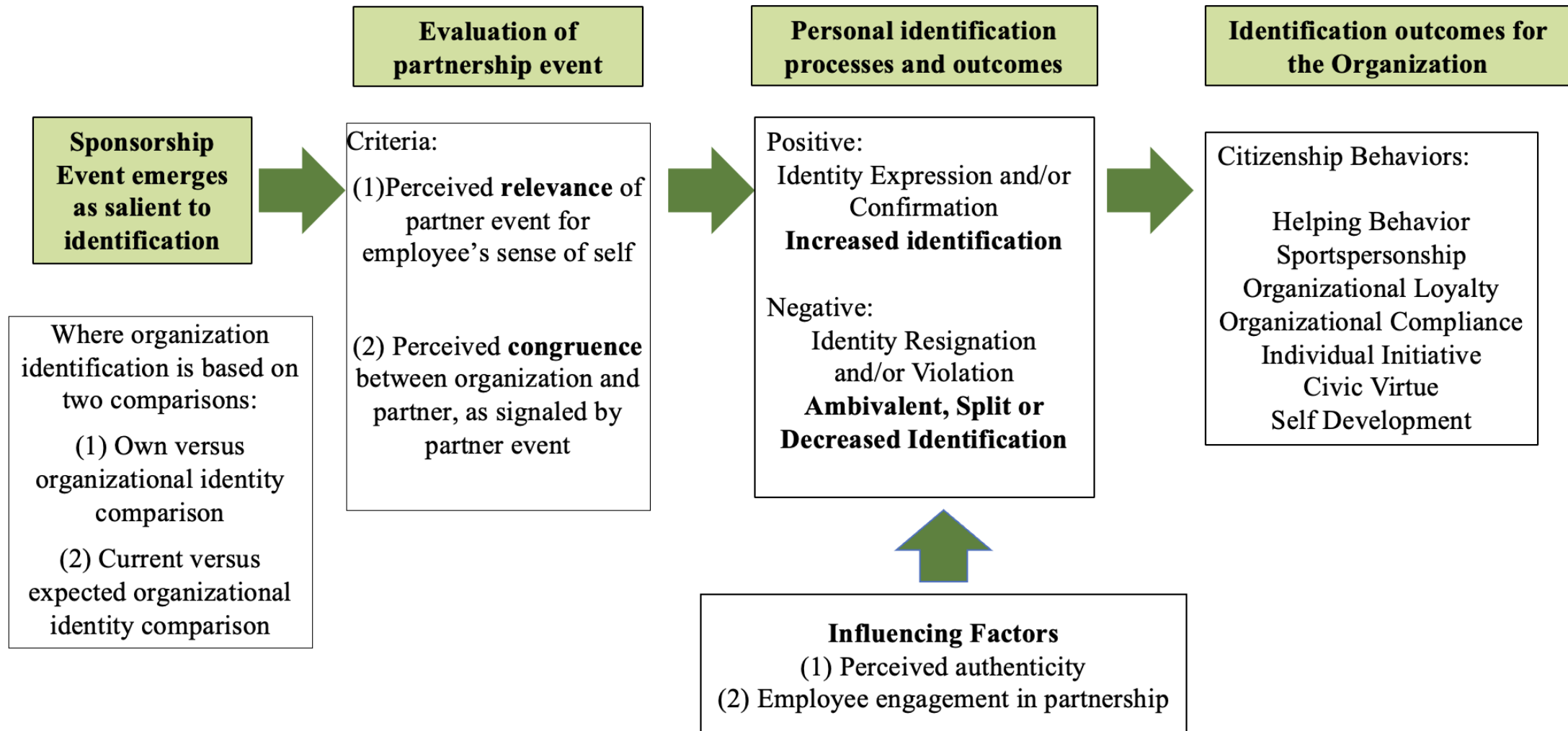
- *Learn about your employees on a more personal level.*
- *Break down the hierarchy walls of traditional corporate structure.*
- *Assist in projects that provide a better future for other individuals.*
- *Provide a deeper connection to the area around you.*
- *Create a more stable environment for those in need.*
- *Share an experience that you can take back to the office.*

EMPLOYEE ENGAGEMENT

Two streams of value

- *First, there is a marketing stream related to marketing activities and marketing outcomes that flows from sponsorship to employee engagement to customer service quality, to consumer brand perception and preference, and on to sales and reduced customer churn.*
- *Second, in terms of human resources, a flow from sponsorship also includes employee engagement flows to employee attitudes and beliefs, employee behavior, and individual productivity, retention, and leadership.*

Employee Identification and Sponsorship Engagement Model



INTERNAL MARKETING

- *Many companies are interested in increasing employee engagement with firm goals and objectives.*
- *One way to achieve engagement is through internal marketing that explains the goals and objectives and introduces new products, processes, and people.*
- *This applies to partnerships the company has.*

EMPLOYER BRANDING

- *Employer brand has been defined as “the package of functional, economic and psychological benefits provided by employment and identified with the employing company.”*
- *It includes all things associated with the firm in the mind of the potential employee, including what they sponsor.*

PARTNER INTERNAL AUDIENCES

- *Remember that the partnering property being sponsored has an internal audience as well.*
- *How do the staff, team, or league feel about their sponsor?*
- *Are they proud to have this relationship, or do they perceive that it is all about the money?*

CAPTURING INTERNAL VALUES

- *How does one measure the value of employee engagement or employer branding via sponsorship?*
- *The challenge is developing a convincing link between employee engagement engendered by sponsorship and future outcomes for the brand.*
- *Case studies have been conducted but additional work is needed.*

Internal Audiences for Sponsorship Questions

- 1. What kinds of sponsorships might be best in developing employee identification with the employing organization?*
- 2. Of the citizenship behaviors following from feeling organization identification with one's employer, which might sponsorship more readily develop?*
- 3. How might social media be utilized in measuring employee identification stemming from the organization's sponsorships?*
- 4. What is required of a partnership communication that will resonate with the audience for the event/activity, current employees of the sponsor, and future employees of the sponsor?*