

Sponsorship in Marketing

Chapter 3: Becoming Partners

Becoming Partners

In any relationship, there are at least two perspectives. In sponsorship relationships, as noted, the sponsor organization usually is the perspective that receives the most emphasis.

But it is only one side of the story. To understand sponsoring, perspectives of both the sponsor and the property are needed.

THE PROPERTY PERSPECTIVE

Overview

- *Soliciting Sponsors*
- *Developing the Proposal*
- *Pricing*
- *Prospecting and Sales*
- *Vetting and Negotiation*

THE PROPERTY PERSPECTIVE

Soliciting Sponsors

Small

- Solicit directly
- Standard proposal
- Yes/No response
- Orientation is covering cost

Large

- Solicit via an intermediary
- Proposals are tailored
- Negotiated
- Orientation is maximizing value

THE PROPERTY PERSPECTIVE

Developing the Proposal

- Hook
- Synopsis of reasons for the sponsor to enter an agreement
- Overview of property
- Insights on past performance
- Terms and conditions
- Building value
- Success measurement
- Contact information

THE PROPERTY PERSPECTIVE

Pricing

- Cost-based pricing – cost plus pricing
- Competition-based pricing – based on competitors and alternative
- Value-based pricing – value of the property for the specific sponsor

THE PROPERTY PERSPECTIVE

- Prospecting and Sales
- Vetting and Negotiation

THE SPONSOR'S VIEW

Overview

- Objectives
- Exclusivity
- Sponsor Decision-Making
- Contracts
- Relationships