

Sponsorship in Marketing

Chapter 4: Sponsorship Audiences and Strategic Planning

Sponsorship Audiences and Strategic Planning

Audiences

Five broad audience categories are critical to the communication processes and outcomes associated with sponsorship:

Consumers/customers, channel members, institutions (e.g., financial, nonprofit), government and community leaders, and employees/future employees.

These can be grouped as:

- Consumer audiences
- Non-consumer audiences

AUDIENCES

Consumer Audiences

Markets are defined by segmentation; target audiences are defined by their communication potential.

Target audiences are those people with whom the sponsor wants to communicate, due to their likely brand-related behavior.

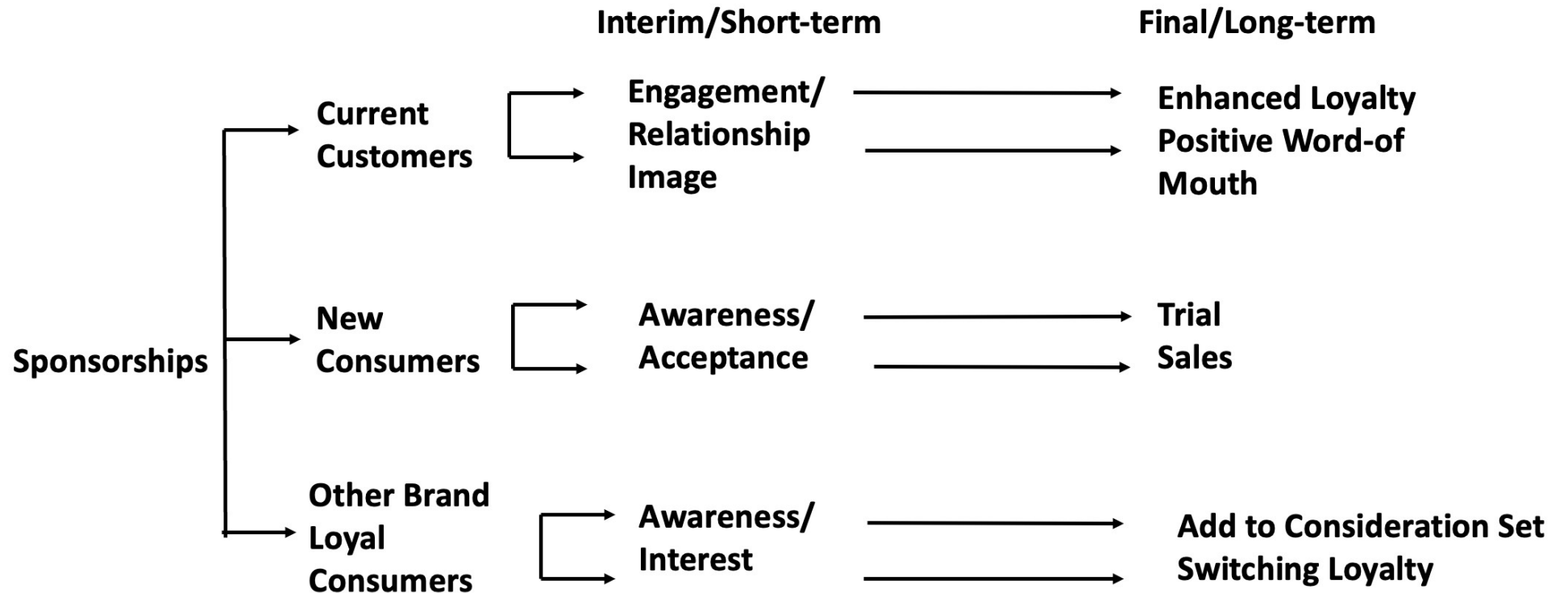
Consumer Audiences:

- Current Customers
- New Customers
- Other Brand Loyal Customers

AUDIENCES

Consumer Audiences

Consumer Sponsorship Audiences and Objectives



AUDIENCES

Non-Consumer Audiences

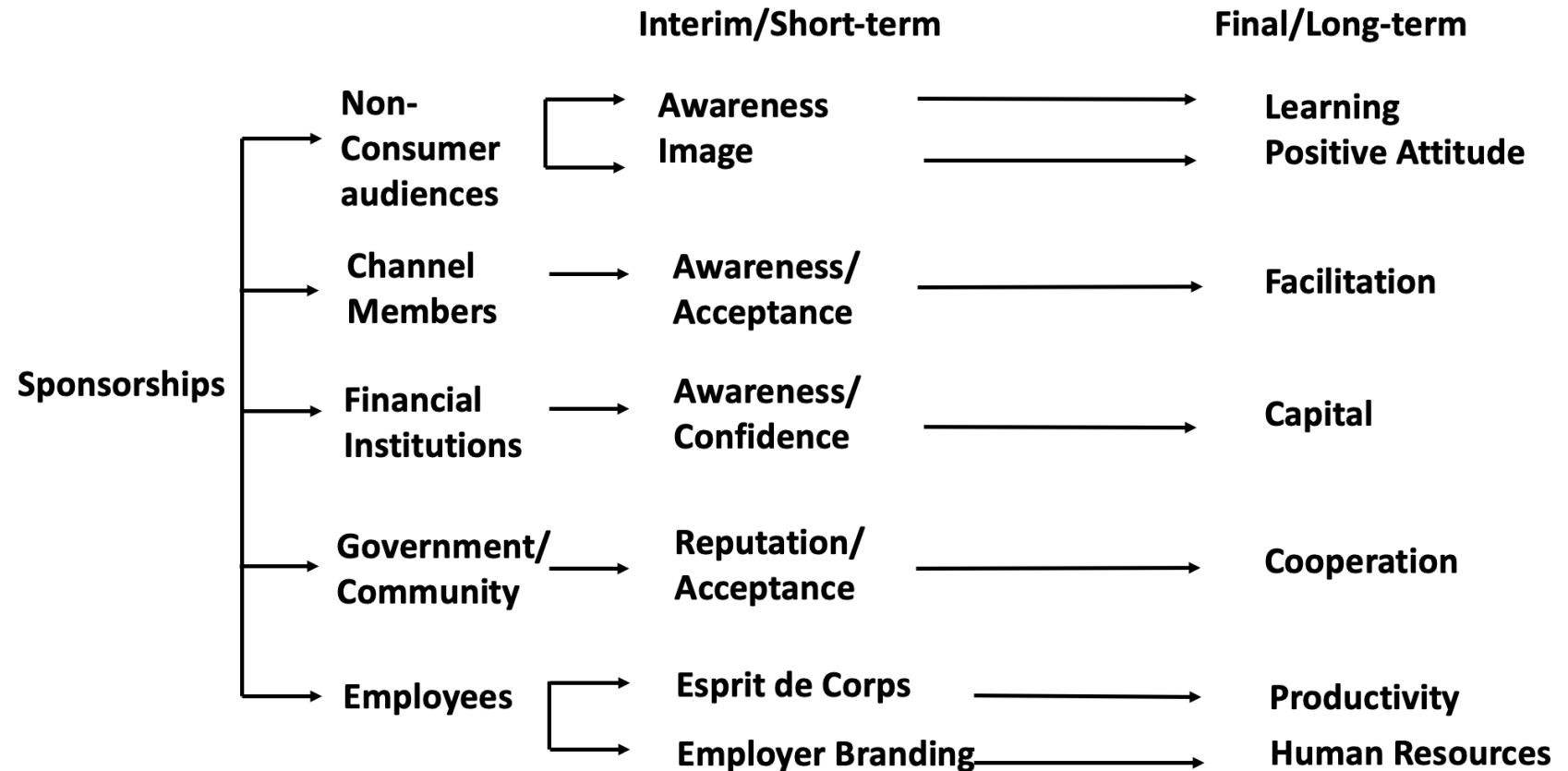
Hundreds of non-consumer audiences could be addressed via sponsoring, the following is a short list.

- Non-Consumer audiences – B2B, general audiences, participants
- Channel Members – distribution channels, trade members
- Financial Institutions
- Government/ Non-governmental organizations
- Community
- Current and Future Employees

AUDIENCES

Non-Consumer Audiences

Non-Consumer Sponsorship Audiences and Objectives



STRATEGIC PLANNING

Depending on the level of investment and commitment to sponsoring as a branding and communication platform, it will occupy different aspects of strategic planning.

- Mission or Vision
- Goals and Objectives
- Strategies
- Tactics in Implementation

Sponsorship Audiences and Strategic Planning Questions

- 1. Explain how a brand can target one consumer audience objective and one non-consumer audience objective with the same sponsorship.*
- 2. In addition to those listed, are there other target audiences for sponsorship?*
- 3. Select a sponsorship objective and explain it as specific, measurable, achievable, relevant, and time-bound (SMART).*
- 4. Imagine a specific sponsorship tactic that enhances the image of both the sponsor and property.*