

Sponsorship implementation in a client company.

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Three key challenges

- A sponsor must overcome internal issues in adopting a new sponsorship:
 - Organisational structure
 - The level of management involvement
 - Cross-departmental co-ordination

Teach and learn

- Rights-holders and agencies can assist in overcoming sponsors' issues by:
 - Developing a common understanding
 - Facilitate best practice adoption
 - Planning and implementation
 - Provide data support

Get down the learning curve

- Do not
ASS-U-ME
anything



Develop a common understanding

- The sponsored activity:
 - scope
 - rules
 - vocabulary
 - key players
 - industry standards
- The business arrangement:
 - partnership objectives
 - contractual obligations
 - company jargon
 - organisation structure
 - key contacts

Share best practice

- Help the sponsor to get down the learning curve:
 - Facilitate discussions with:
 - other sponsors
 - other clients
 - governing bodies
 - suppliers of related services
 - Introduce case studies
 - Highlight relevant business reports and media sources

Planning & implementation

- Providing extra support up front will pay dividends over the long term:
 - Plan content – key areas
 - Objective setting
 - Resourcing - most sponsors underestimate this totally
 - Gaining organisational support

Data support

- Effective measurement is critical to a healthy sponsorship:
 - Identify potential sources of data – internal and external
 - Agree critical metrics and how these will be measured
 - Review data analysis to check assumptions
 - Ensure workable recommendations are made

Conclusions

- Organisational structure is the biggest impediment to effective sponsorship integration in organisations
- The level of management involvement and the ability to co-ordinate activity effectively between departments are also critical to success
- Rights holders, sports marketing agencies and sponsorship consultancies can provide valuable assistance in helping a sponsor to overcome these factors.

Thank you!



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