



The Dating Game: How to make sponsorship last

Pippa Collett
Managing Director

Across a crowded room...

Rights holders:

- understand what assets you have to offer and their value
- identify who is most likely to be interested
- get the timing right

Sponsors:

- identify sponsorship objectives
- be clear about what interests you
- remain open-minded



Engagement

Rights holders:

- Understand the sponsor's objectives – be flexible
- manage expectations – underpromise
- provide access to other sponsors - past and present

Sponsors:

- decide what is essential, then negotiate!
- ask difficult questions
- gather your own data
- understand the implications for your organisation



Marriage

Rights holders:

- provide pro forma contract
- a bird in hand is worth two in the bush
- be tough about timescales
- Provide implementation planning resources

Sponsors:

- marry in haste - repent at leisure
- be really sure about what you are buying
- do not assume the pro forma is standard
- set specific targets and select measurement methodologies



The Honeymoon

Rights holders:

- provide implementation assistance
- manage expectations - over deliver

Sponsors:

- stay close to your rights holder
- treat teething problems as learning experiences



Firstborn

- Celebrate!



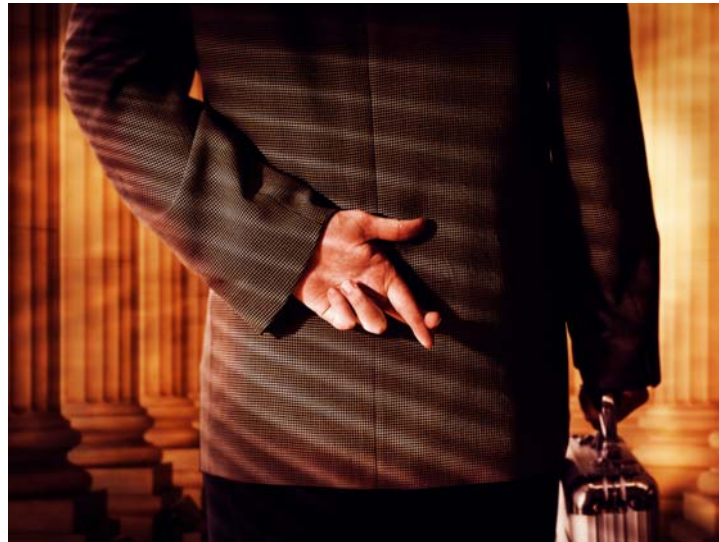
The Seven Year Itch

Rights holders:

- be aware of market forces/values
- the grass may be greener

Sponsors:

- review objectives and tracking data
- are you in burnout?
- do not stay for the sake of the children



Rest In Peace

Rights holders:

- do not burn your bridges
- do not do dirty washing in public

Sponsors:

- leave with dignity
- all learning experiences are good



Thank you.



+44 (0)20 7582 0994

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