

Sponsorship

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From the headlines...

Canadian sponsorship:
a \$1.1 billion business!

(Sponsorship Report, Sept, 2007)



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Sponsorship

Sponsorship -

- Is an investment of cash or product in-kind in return for access to a specific audience, usually associated with an event or program
- Is not patronage or philanthropy: it doesn't come from the donation budget
- It is marketing-driven, which means that the support comes from the marketing budget, and the expenditure is measured against other sorts of marketing spending like advertising.
- It is not "cheque-writing", it needs to be justified against other marketing programs and be measurable.



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Sponsorship

Sponsorship –

- Corporate marketing budgets are dollars spent to position business goals: ie. Exposure for corporate philanthropy, community programs, employee volunteer programs or social marketing programs
- It is not just about the library, but using the credibility of the library to effectively deliver a corporate message.



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Why business is interested in sponsorships

Advertising doesn't work. At least, not like it used to. Smart marketers are turning to alternative means of reaching consumers. Many are now recognizing what some have known for quite a while: *Corporate sponsorship, when properly executed, has the power to strengthen a brand, build customer loyalty, move product while at the same time supporting those events and activities a community cherishes.*

- *The Sponsorship Report (2007)*



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Developing an effective proposal

- It's (almost) all about them – proposal speaks to the common goal, win their heart first, the rest is just negotiation, synergy is the target markets
- Metrics – a marketing decision but it's not just numbers, outputs vs. outcomes, tangible & intangible, measurement & valuation
- Pricing vs. valuation - Checklist
 - Setting categories and differentiation
 - Cost to the library vs. value to the sponsor
 - Valuation of in-kind, media



Sponsorship request

- The package
 - The issue/challenge
 - The opportunity
 - The fee
 - The ROI – benefits and recognition
 - Next steps
- Who's asking?
- Sample packages
 - A Novel Afternoon – event sponsorship
 - AFP Fundraising Day – session sponsorship



Letter of agreement

- Contains all the elements of the sponsorship level
- Adds dates and timelines
- Acts as invoice to generate internal paperwork – and the cheque!



Leveraging Sponsorships

- The expectation that the business will invest advertising dollars to support the sponsorship
- “Activation” – creating an opportunity for engagement with event attendees
- Rethink created a cross-promotion for two media sponsors of its Fashion Targets Breast Cancer campaign. The National Post newspaper ran ads containing a clue that could then be used to enter a sweepstakes on *Fashion* magazine’s Web site for a chance to win a \$1,000 gift certificate from Roots Canada Ltd., the exclusive retailer of the campaign’s fund-raising T-shirt. *Fashion* ran radio spots driving people to the *Post* to get the clue.



Fulfillment & Thank you package

- The follow up: collateral samples, media pick up, impact statements – basically anything that carries logo or mention – and pictures!
- Thanks – couldn't have done it without you!



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Evaluation

- How do you know it was a success?
- Return to metrics – outputs vs. outcomes



Renewal and Upgrading

- Do it in a timely way
- Review pricing
- Customizing the package – give them ownership of an area



End of the afternoon session

Thanks and questions



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