



## Events Incubation Conference

**WESGRO**

cape town & western cape  
tourism, trade & investment

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an inspiring place to do business



## GROUP ACTIVITY:

P is for the “Promotion” part of your “Marketing Mix”

Amplifying the impact of a marketing and communications plan to meet event and sponsor objectives

# What is Sponsorship?

- If you are not involved in sponsorship – it may seem like a simple process – ask a rich company for money because they have a philanthropic bent
- In return the company brand included (usually with many others) in the event marketing comms
- PROMOTIONAL technique used for commercial reasons:
  - Nothing to do with philanthropy
  - Never a donation!
- It's a COMMERCIAL TRANSACTION:
  - The sponsoring organisation can use as it believes it provides a link to its target market that is:
  - More effective, or
  - Complimentary to other promotional activities such as advertising

# Meeting event and sponsorship objectives – distinguish your USP

- Every event should have a USP – something that makes them stand out from the rest
  - It may be their performers (International Jazz),
  - the venue (street carnival),
  - the destination or the event experience (the town/city or a seeded cycle race)
    - Drawing attention to its assets
    - Attract out-of-town visitors
    - Building community spirit
- The capacity of an event to move beyond the ‘local’ status and to begin attracting external Rand’s is often determined by its:
  - Uniqueness.
  - Quality.
  - Management organisational ability.
  - External marketing, including media coverage.
  - Location.
  - Reputation.
- Events and destination today are connected and become part of the ‘experience’ of attending events (Pamplona in Spain)

# Defining sponsorship in context of festivals/events

What funding are you seeking – Public vs Private

- Align your mission with the company
- Research the company
- Don't be tempted to stray from your own vision to match theirs
- Can you form partnerships with other events?
- Are you in-line with government objectives and outcomes
- Go with ideas and be willing to come up with new ones
- It's about the people you're 'proposing' to
- Tell them what your brand brings to theirs
- Listen

## Public sponsorship – what do they seek?

Involving government agencies – not philanthropy

They too seek intangible benefits in return

- Enhancing economic development of a region (e.g. Soccer World Cup 2010)
- Enhancing of a community's identity
- Destination promotion (e.g. Knysna Oyster Festival)
- Attracting investment (Mining Indaba)
- Sharing ideas and developing a sense of togetherness (e.g. Science Week)
- Developing a community's infrastructure (e.g. Commonwealth Games – Dehli airport)
- Event capacity to grow – increased visitors

not 2x pop-up banners and tickets to the VIP Lounge.....

## Private sponsorship – what do they seek?

- Principle benefit sought – access to specific target audience
- Generate consumer goodwill toward company
- Increase sale of products
- Increase brand awareness
- Aligning a brand to a particular lifestyle
- Access nice markets
- Opportunities to entertain clients
- Creating merchandising opportunities
- Enhancing own marketing campaigns

Sponsorship must benefit both the event and the sponsoring company

# Events as part of Destination Marketing

- History and how an event started can shape the destination:

Knysna Oyster Festival (1983)

Local Publicity Office in the winter season (marathon, rugby, squash, bowls, golf)

1985 – cycling added

Today festival huge charity component – involvement from local community – ensuring everyone in Knysna benefits

Oysters! 200 000 consumed over 10 days!



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# Guidelines for requesting sponsorship assistance

Events to address objectives of sponsor – assessment process (public):

- Financial viability
- Management capacity of the organisers (who is on the board/committee?)
- Relevance to regional tourism strengths
- Economic impact and return on investment
  - Level of media coverage
  - Obtaining empirical statistics after the event
- Geographic spread
- Demonstrated local community support
- Local government support (e.g Tourism Victoria – can only apply if having support of the local tourism association)
- Timing
- Business model – sponsorship business plan

# Sponsorship business plans

Component	Detail
General information	Brief details; what; where; specific dates;
Management details	Overview regarding organisation of the event
Budget	Revenue and expenditure – Clear indication of Government and Private Sector support
Marketing Strategy	Marketing activities and costs
Tourism impact	Give potential tourism impact – provide details by whom economic impact information was collected by

## Summary - Event architecture

- Capacity of event to evolve and grow
- If an event is good enough, people will visit – small town events work better
- Partnership with other events – what can be shared with other events (resources; stalls; intelligence)
- Measure (OTS) = opportunities to see (people who could have read your media coverage)
- What are the game changes?
  - Form a government led network or organization to support each other
- Find out who know that you don't know and is doing it well, connect and learn
- Keeping websites relevant
- Measure media coverage
- Use social media



Thank you | Dankie | Enkosi