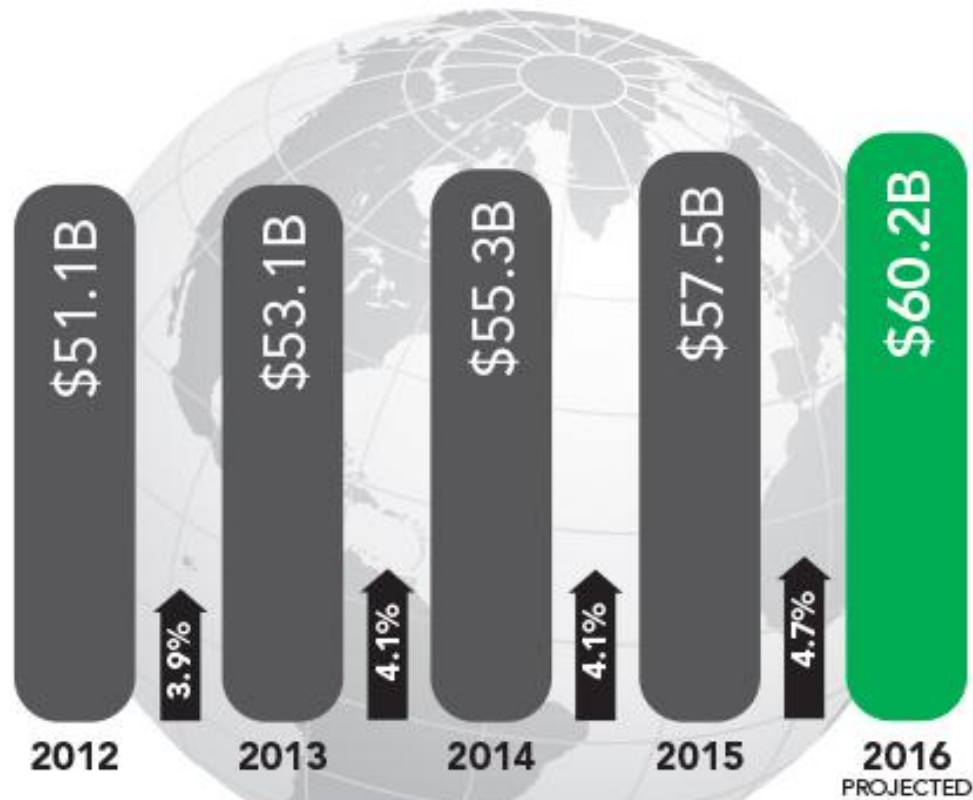


Sponsors' Conundrum

Dr Brendon Knott

Cape Peninsula University of Technology

Total global sponsorship spending



Brand building through sponsorship - Beyond awareness

Creating **brand attachment** by connecting around a common passion

A platform for **brand engagement** through creating experiences

Co-creation of brand identity

Brand image:
- Competitive **re-positioning**
- Transfer of positive image through **co-branding**

Building brand **salience** through global attention

Activation - Adding value to the fan experience



Relevant & linked to the brand



Hospitality/ sponsor zones - “access is the new luxury”



Fan engagement - mobilising the city



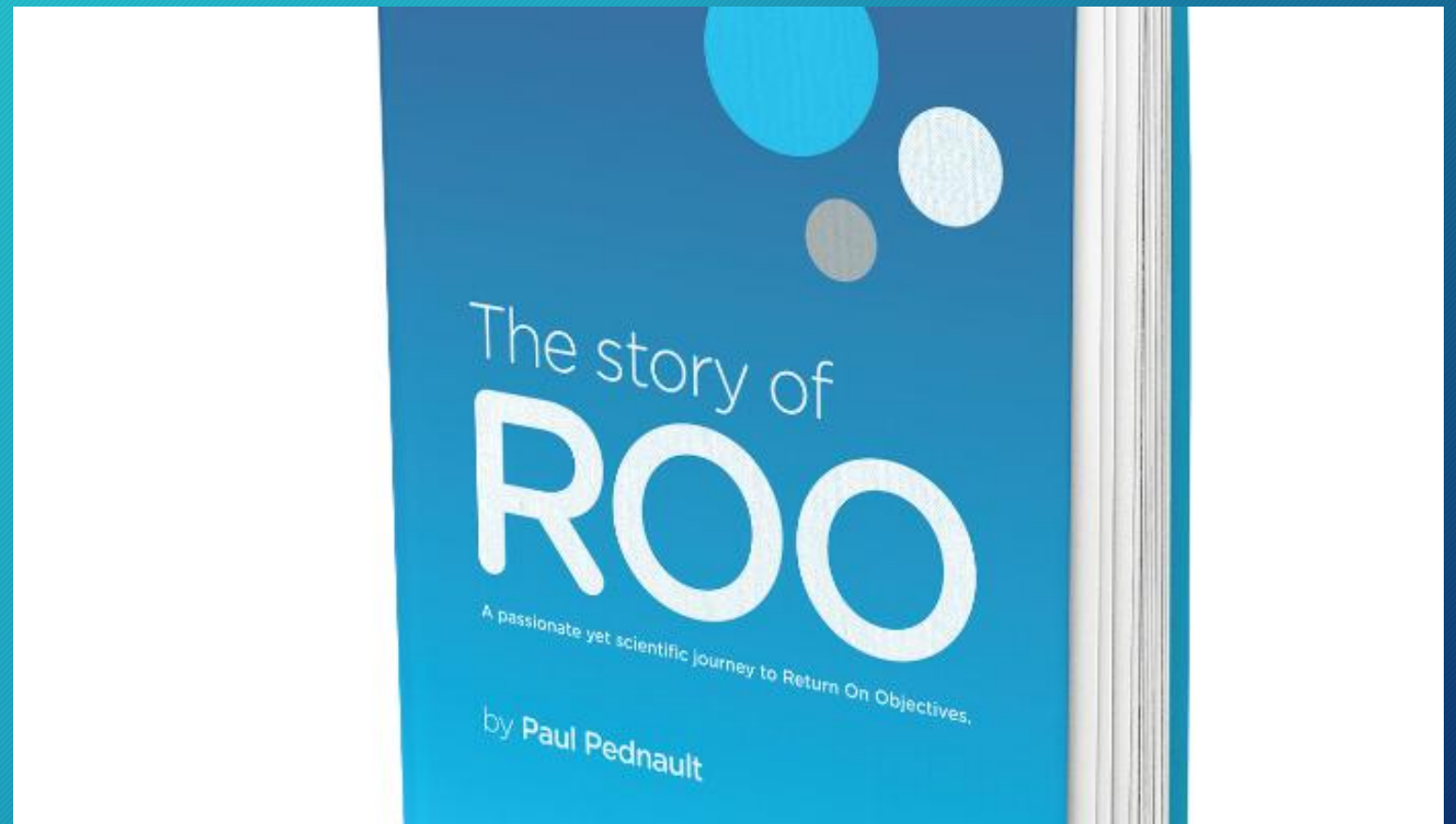
Co-Branding & Social Media



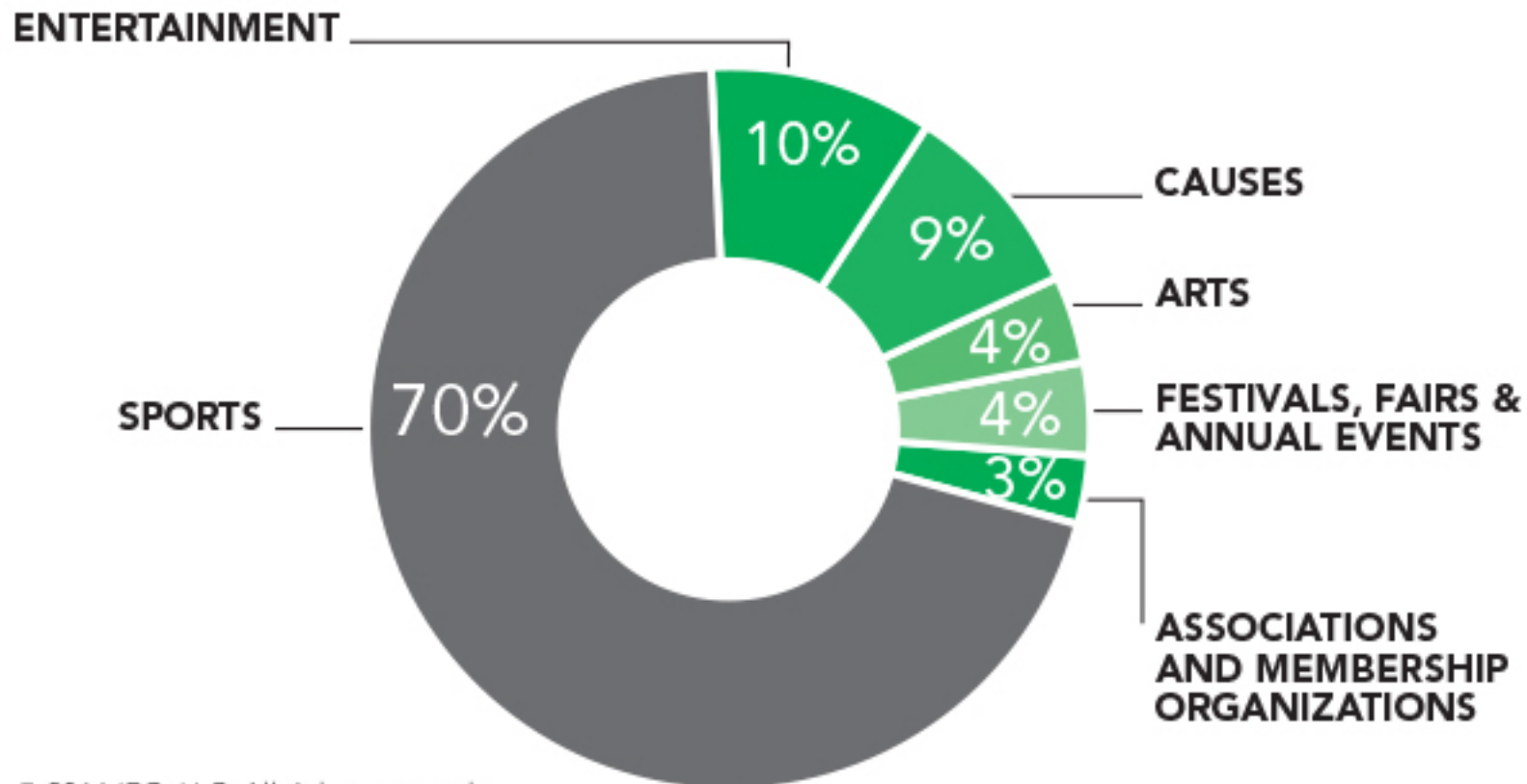
Outsmart ambush threats



Measurement - ROI or ROO?



Where do the opportunities lie?



Discussion Points

- Given resource constraints, how do event organisers need to be doing things differently?
- Any suggestions for how to operate/ innovate when competition for resources is high?
- How do you ensure sponsor and event objectives and values are more deeply aligned?