

WHAT ARE A SPONSORS OBJECTIVES POST COVID 19?

With leaner budgets and greater expectation for return on investment sponsors will be stacking up sponsorship spend against all other marketing mediums. They will want to understand how their objectives can be delivered on in the first instance, not be bombarded with benefits that have no relevance

Below is a list of possible objectives sponsors may seek in a partnership in the future

Can your organisation deliver on any or all of these below?

- Use of intellectual property
- Positively Impact brand image
- Increase brand loyalty
- Improve brand credibility
- Increase visibility/awareness
- Stimulate sales/trial/usage of products
- Entertain clients/ prospects
- Motivation for their employees
- Showcasing support for the health and wellbeing of their employees
- Demonstrate their support for families, inclusiveness, gender quality, indigenous, me
- Showcase community responsibility
- Showcasing workplace programs around staff and customer hygiene/safety
- Product demonstration/display
- Network with co – sponsors
- Sell to co-sponsors
- Supply rights
- Media Equivalency locally and/or nationally
- Reach via Digital /social
- Access to talent
- Access to management /CEO / Board
- Experiential/Money Can't buy experiences



Terry Johnston - Director

P. 0419 757 896 | E. info@sponsorshipready.com.au

www.sponsorshipready.com.au

