

ENGAGEMENT/ACTIVATION

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ENGAGE AND ACTIVATE YOUR SPONSORSHIP

We have a core team of sponsorship consultants offering a fully comprehensive management service - we work on a number of levels offering our clients advice to full-scale management and marketing communication programmes.

We specialise in managing sponsorships on behalf of brands - helping our clients understand:

- The power of sponsorship
- How to find the right sponsorship that best fits your marketing needs
- How to maximise the benefits sponsorship can bring to your business

We work with brands who are: considering; justifying; re-appraising; seeking; negotiating; implementing; exploiting and measuring sponsorship.



OUR SERVICES INCLUDE:

RESEARCH AND DEVELOPMENT

- Sponsorship Audits
- Market Activity Reports - covering sector and competitor analysis
- Management services dealing with approaches from rights holders seeking sponsorship

STRATEGY

- PerforMind™ - a scientific approach to selecting sponsorship criteria and sourcing a sponsorship that is best for the business/brands needs

EXECUTION

- Negotiating rights and finalising contracts
- Exploiting sponsorship through: sales promotions; direct marketing; PR and advertising
- Measuring sponsorship effectiveness through qualitative and quantitative analysis

BENEFITS

Sponsorship has many benefits and for those taking a professional approach the medium can be very rewarding helping a brand meet its marketing objectives.

Managed correctly, sponsorship is one of the best ways to extend brand visibility and broaden awareness across a wide range of audiences by a subtle and long-lasting reinforcement of the brand and its values.

Benefits include, but are not limited to:

- Driving awareness amongst primary and secondary audiences
- Increasing sales
- Supporting the brand, reinforcing its values and bolstering the company's business
- Building goodwill within the community
- Creating customer loyalty
- Increasing media exposure
- Building long-term relationships
- Developing business-to-business relationships
- Enhancing employee relationships
- Corporate social responsibility programmes - helping worthy causes
- Delivering measurable results more efficiently than other marketing mix elements

PERFORMIND™

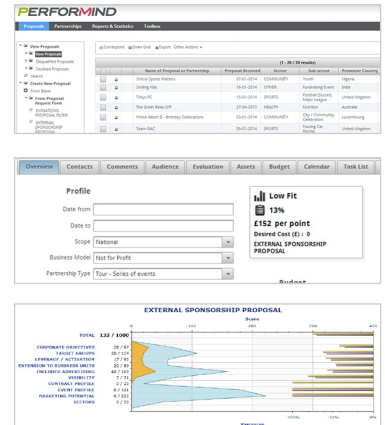
PerforMind™ is a central part of our approach to defining sponsorship strategy. This is summarised in the ABC of the sponsorship strategy:

- Audit - the effectiveness of the existing or planned portfolio of sponsorships
- Benchmark - what sponsorships are available covering existing opportunities and analysis of competitor activity
- Create - to objectively determine your choice and exploitation plan

Unique approach to ascertain the 'best fit' of current and potential sponsorships.

Scientific and objective approach to selecting the sponsorship - minimising the subjectivity in the decision process.

An objective tool to assess and determine the strength of a sponsorship opportunity against marketing criteria.



COST:

Our costs are based on **daily rates and commissions**. We provide free quotations/consultations.

CONTACT:

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