



**StarLink Productions**

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# CORPORATE SPONSORSHIP

## Introduction to Corporate Sponsorship

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Wealthy individuals, foundations and corporations have supported the arts, entertainment as long as most people can remember. And let's face it: nothing plays better in the minds of the public than a company with a cause! Let's not forget to mention a catchy connection between a song and a product might have a consumer singing all the way to the store. Thus emerges the mutually beneficial relationship we call CORPORATE SPONSORSHIP. The following is a simple explanation of a complex subject. Don't worry: we'll break down the walls and lead you inside. Hundreds of organizations acquire CORPORATE SPONSORSHIP dollars and in turn produce rewarding and profitable events. Why shouldn't YOUR organization have that same opportunity? Keep reading! You'll find that CORPORATE SPONSORSHIP is easy to understand and even easier to acquire....if you know "the basics".



### THE BASICS OF CORPORATE SPONSORSHIP:

CORPORATE SPONSORSHIP has certainly changed a whole lot since its original application of attaching a sponsor's name to a rock and roll concert tour. Sponsorship today can involve a full blown product promotion including celebrity endorsements, retail sales and cross promotional devices. The promotion can work both ways: organizations, seek corporate support just as aggressively as corporations look for the right events. In its simplest terms, CORPORATE SPONSORSHIP is an arrangement between a corporation and an entertainment event through which the corporation will promote its product or image. A sponsorship agreement provides financial support in a variety of forms including flat fee contributions, advertising support or merchandising aids. In return the corporation is allowed to use the event as a vehicle for advertising or public relations. But CORPORATE SPONSORSHIP is not quite as simple as throwing a brand name on a poster and then collection the donations. In order to find the right sponsor, you must figure out why your event would benefit a corporation and what corporation would be most interested in that benefit. You need to establish your audience and find a corporation in the same field. In essence, you need to "Think Like The Sponsor".



### THINKING LIKE THE SPONSOR

There are certain elements of strategy that a corporation will establish when choosing what type of sponsorship to pursue and who or what the most appropriate sponsorship match will be. Although these goals and objectives will differ from company to company, some basic principles remain. When you put yourself in the shoes of the sponsor and imagine their needs and concerns, you'll be making GREAT STEPS toward a successful event. A sponsorship should:



Generate publicity for company brand, product & name

Relate to a specific need

Enhance corporate advertising with positive imaging

Add to credibility & visibility among target audiences

Touch specific geographic or demographic markets

And sponsors might also be concerned with:



Strong local appeal

Timing of the event in regard to company news/happenings

Event quality and ease to work with

Popularity of attraction so event is well attended

Steering away from controversial subjects/competing events

### Target Market Demographics

One of the simplest principles of sponsorship is trying to make your event's target audience coincide with your sponsor's target audience. For example in 1984 the demographic characteristics (age/sex/income/marital status/geographic location) of Dodge Truck Owners and Kenny Rogers fans were very similar, and produced a mutually successful sponsorship that year. Psychographics/Psychographics are similar to demographics and equally as important. Instead of objective aspects pertaining to age or sex, psychographics are subjective aspects that have to do with personality, style, image or attitude. Put simply, Rolex watches or Perrier water may be more apt to support a charity polo match to stay with their upscale image.

### Market Needs

What you must remember is that our sponsor is constantly concerned with their market, and more importantly, their position in that market. Budweiser sponsors several events and keeps a high profile in Chicago because it is one of the few major cities where Bud is not the most favored brew.

### Appropriateness

Consumers are not stupid, and they figure out if you are trying to pull a fast one on them. They'll know if a performer is simply reciting sentiments and has no real emotion or the cause or product. If the media revealed in the 80s that Michael Jackson really disliked the taste of soda, Pepsi would have had a big problem on their hands!

### Appeal & Image

The type of appeal or image an event portrays must be compatible with the sponsor's target market and marketing objectives. Arnold Schwarzenegger is generally considered to be a positive role model who is healthy and smart as well as loyal to his wife; exactly what the President's Council on Physical Fitness was looking for in an icon.

### Exposure

Basically, a potential sponsor wants to know how many times their name will be spoken in an advertisement or seen on the program booklets. The number of impressions of the sponsor's name or logo acts as a gauge to evaluate the depth of exposure the event will create. It is usually a good idea to establish what kind of visibility you are offering the sponsor before you pitch the idea to them.

## Unique Opportunities

Occasionally, there can be a unique opportunity for a sponsor where a promotion is a perfect match. Michelob didn't plan their "The Night Belongs to Michelob" campaign around the Genesis hit song "Tonight, Tonight, Tonight", but they were sure excited when they figured out how well it fit!

## Special Considerations

The last important consideration is to ensure sponsors that your event will not be contradictory to their message or offensive to their audience. Alcohol and tobacco sponsorships will need special attention and careful handling. Common sense will tell you not to ask a liquor manufacturer to sponsor a fundraiser for The Betty Ford Clinic.

A successful and profitable sponsorship endeavor requires thought, research and judgements based on these important criteria. Without this preparation and planning, the sponsor corporation could lose a substantial investment and your event planning could end up as a bunch of wasted time.



### HOW THE SPONSOR BENEFITS

It is not hard to figure out what our event gains by acquiring a sponsor. What's more important is knowing what you can offer a sponsor can be the difference between a "yes" and a "no" response. Typically a sponsor is persuaded if the event can offer most of the following aspects including increased visibility, brand product awareness, media or live exposure, image enhancement, public relations, opportunities for sales or sampling, and enhancement of their competitive position in the market. These may also give you some planning tips as will: calling a radio station to enhance your sponsor's advertisements promotes your cause too!

## Exposure/Visibility

Usually a sponsor will want their name or logo included in all advertisements (radio/print/TV) prominently displayed at the events and included on some or all of the event related paraphernalia. This could include signs, banners, hats, t-shirts, cups, tickets, programs, performance stages and any other merchandisable items. Some events have included sponsor's names on give away items or promotional devices. Extensive media coverage may be the most beneficial exposure you can offer a sponsor, because it has the most penetrating reach. Large and small events can both receive coverage that increases awareness of the event, brands the sponsor to the cause and acts as free advertising. Be sure to try and attract any local media that may be interested.

## Image Enhancement

Although sales of a product might be an objective of a potential sponsor, companies are always interested in opportunities that increase goodwill toward the company and serve as public relations enhancements. In a subjective way, it is believed that people who enjoy themselves at an event feel for a particular cause, will in turn have positive feeling for the sponsor or support their products. This feeling of goodwill extends beyond the event's audience and applies to the community in which the event is held and those that hear about the event through the media.

## Sampling

Sampling can be the availability of audience members being able to try the product and/or purchase the product. This is especially good for companies who have a new product on the market. A charity ice skating competition would be the perfect place for Icebreakers gum to hand out samples of their new flavor.

## Repositioning

A sponsorship is a prosperous opportunity for a company to reposition one of its products or its brand image. So if a particular product has acquired a reputation or image, a sponsorship might be a valuable way of changing or realigning that image, allowing the corporate sponsor product to appeal to a new or different demographic. For example, M&Ms/Mars chose to be the “official snack food” of the 1984 Olympics rather than an “official candy”; in an attempt to attract fitness or health oriented spectators.

## Competition

Believe it or not, a sponsorship can be a useful weapon to enhance a producer’s competitive position. Pepsi used the Jacksons’ Victory Tour as a means of distracting consumers away from CocaCola’s support of the Olympic Games.



## READY FOR ACTION

If you think you are ready to be a major player in the corporate sponsorship game, you’d better figure out what positions you’re playing. Your responsibilities and duties will vary depending on the type and caliber of the event; but you will have several balls to juggle. Luckily, if you have a committee or a team of assistants, you will be able to delegate some of the responsibility. The following jobs are some of the duties you might have to fulfill while you are producing your event.

## Liaison

You will have to be the main contact for any and all parties associated with the event. Those parties can include the sponsor corporation, advertising agencies, public relation agencies, celebrity agents, promoters, venue directors, local media, contractors, suppliers, lawyers, distributors, your committee or your organization. Don’t panic; it’s not as much as it looks like. And we’re here to help!

## Negotiator

Work out the agreements and plans with promoters, venues and suppliers. Don’t worry about the celebrity contracts, StarLink will take care of that!

## Contractor

Do you need specific services, supplies or materials pertaining to your specific event? How many tables have you ordered, and when are they delivering the helium balloons?

## Logistics Coordinator

Other event coordinators might have to stress over the talent’s arrival. StarLink help you organize travel, housing, food and other special needs to ensure our talent is just as satisfied as you are with the outcome of your event.

## Advertiser

You might want to work with your sponsor to establish how their corporation will be represented at the event. Make sure you have their name and logo correctly displayed in the areas you both have agreed upon. You might have a committee member who will take charge of notifying the local media and managing the advertisement of the event.

## Monitor

You won't be the only person who is concerned with the event running smoothly—but you might be the one they blame if it doesn't! So the general rules of being a successful monitor are “you can never start planning too early” and “you can never be too organized”. We'll help you with a successful jump start, and remind you to keep things in check. Some individuals, though, might require special attention. (Some might just need a good kick once in a while!)



## SPONSORSHIP FOR SPECIFIC EVENTS

Often times, corporate sponsors will be more attracted to specific events. In addition, the acquisition of sponsors for these events might be more detailed.

### Sports & Sporting Events

Sports & Sporting events were one of the first vehicles to attract corporate sponsorship and continue to be the widest outlet due to the strong appeal in the eyes of the American public. Because of the high media exposure and popularity of sporting events, businesses are very interested in sponsoring sports-related events, and therefore even some of the smallest or most amateur athletic events can find sponsors. Although some event planners will automatically choose a sporting event for greater publicity, remember that sports can also be a risky endeavor. Try to plan ahead of time in order to avoid possible roadblocks like weather, team schedules and injuries.

### Cultural Sponsorship

Corporate sponsorship has expanded to include cultural forms of entertainment as well. The support of a local or national arts organization can be a very profitable endeavor for sponsors. They can deliver advertising to a target audience just like any other event, especially if a sponsor is looking for a more sophisticated demographic. An insurance or investment banking firm might be more likely to sponsor a cultural event because they are targeting a more educated crowd. Also if they don't have a tangible product, e.g. a beverage company, to distribute at a sporting event. In addition to complimentary tickets and exposure in printed materials, a hospitality reception can be held for the sponsor before or after the performance or event.

### Special Events

The term “special events” has become a broad phrase to label almost anything and everything that is an “event”. But planning a special event can be very beneficial because sponsors can associate themselves with an event that caters to a specific demographic. If an appropriate event does not exist, one can be created. An institute for the blind might have a celebrity glasses auction designed around their cause. Or, a charity in the South might have a country/western dance catering to their sponsor's audience.



## EVENT CALENDAR

### One year:

Conceptualize event ideas and begin selecting possible dates. Figure out what your budget will be. Conduct brainstorming sessions with your committee. Call StarLink Productions for personalized attention and assistance!

### Ten months:

Solidify dates and event style. Narrow talent selections and check their availabilities/pricing. Look into possible venues. Begin calling corporations for possible sponsorship. Delegate to committee members.

### Eight months:

Define date/event/talent/budget and venue. Work out an agreement with StarLink Productions for the talent as well as with any corporation(s) for sponsorship. This would include definition of advertising strategies with your sponsor(s). Monitor your committee members' progress.

### Four months:

Make sure all agreements are finalized! Time for initial media announcements and promotions. Start thinking about travel (ground/air) and hotel accommodations for your talent.

### Three months:

Double check all orders for materials, ie supplies, decorations, catering. How is the layout coming at the venue? Is all the equipment ordered and confirmed? Finalize all the creative work on advertising, media contracts, media buys and promo materials? How are those budget numbers crunching?

### Two months:

Check your permits, contracts and other legal needs. Start distributing your advertisements. Finalize all your hospitality needs such as caterers (don't forget your talent's dressing room, rehearsal buffets, etc.) decorations, venue set up and supplies.

### One month:

Full steam ahead on promotion! The whole committee should be working on this!! Ticket sales = revenue!

### Two weeks:

With the entire committee, go over all last minute details. These would include details about talent, venue, suppliers, sponsors, and promotion. What is the expected attendance?

### Event:

Bring all pertinent materials with you. Give yourself plenty of time for everything. Delegate whenever possible. Keep a checklist of the planned rundown and you won't

forget anything! *If StarLink Productions is there we'll take all the talent portion off your plate and handle it. We'll facilitate all talent related issues.*

Show Time

Sit back and enjoy the fruits of your labor. Reap the benefits of your successful event and then receive the accolades.

After your event

Send prompt "thank you" letters to anyone who helped or assisted. Make any payments due. Listen to all suggestions, criticisms and complaints. Evaluate.



# TYPES OF SPONSORS



Exclusive, or Title Sponsor  
This type of sponsor receives:  
Title Sponsorship  
Mention in all print PR  
National exposure on video taped concerts  
Exclusivity on stage ads  
Permanent marquee for season  
Complimentary tickets  
Invitation to meet and greets with talent  
Logo on staff shirts  
Camera ready magazine ads


IMPORTANT! Check your artist's contract rider to make sure they don't need to approve your sponsor.



Major, or Presenting Sponsor  
This type of sponsor receives:  
Principal billing at all concerts  
Mention in all PR  
Complimentary tickets  
"Concert Sponsored by..." in concert announcement  
National TV exposure on video taped concerts  
Camera ready magazine ads



Co- or secondary Sponsor  
This type of sponsor receives:  
Venue signage  
Stage/Print mentions



Complimentary tickets to Special events at venue  
Camera ready magazine ads



Participating Sponsor  
This type of sponsor receives:  
Smaller size signage and number of mentions  
Camera ready magazine ads

Telephone/Video Sponsor  
(This would be national companies HBO, A&E, PBS, etc.)  
This type of sponsor receives:  
Permission to video tape concert for broadcast & footage  
Copyright (limited)


Note: Title & major presenting sponsors will have signage, graphics and announcements for wider exposure or product & service enhancement.

Copyright ownership would be sold to sponsor with the act's normal restrictions on use and copy of finished product for performance and venue.



Official Product  
This type of sponsor receives:  
Exclusive sales when possible  
Complimentary tickets  
Mention as "The official product"  
Opportunity to sample or display product in merchandising  
Camera ready magazine ads

Note: This includes food/beverage/personal products and services. You cannot give exclusive pourage rights to beer companies per federal law.



Parking Sponsor  
This type of sponsor receives:  
Stage mentions  
Parking lot signage

Now you just need to draw up contracts between your foundation and your corporate sponsor(s).

Make sure points are included to protect you and your foundation as well as secure your sponsorship! If the contract is received from the sponsor, make sure you're covered!



## WHAT TO SAY TO A SPONSOR

When contacting potential sponsors; first by telephone and then in writing, you need to know how to give them the information they'll need to give you a YES answer!

StarLink is here to tell you HOW!

You must lay out the following information for them, both orally and in writing:

#1 THIS IS WHO WE ARE AND WHAT WE DO

#1A THIS IS WHY WE ARE RAISING MONEY

#2 THE EVENT WILL BE (DATE) AT (PLACE) AND IT WILL BE (EXAMPLES)

A GALA WITH 500 IN ATTENDANCE

A FESTIVAL WITH 7000 IN ATTENDANCE

A GOLF TOURNAMENT WITH 300 IN ATTENDANCE

A SPEECH WITH 600 IN ATTENDANCE

#3 THE CELEBRITY/CELEBRITIES WILL BE \_\_\_\_\_; OR WE ARE LOOKING AT TRYING TO GET SOMEONE ALONG THE LINES OF \_\_\_\_\_.

#4 YOU WOULD BE MARKETING TO "X" NUMBER OF BABY BOOMERS/GENERATIONS/MALES OR FEMALES OR BOTH / WEALTHY SUPPORTERS/NEW FAMILIES / FAMILIES / CHILDREN, ETC. ETC. THE SPONSOR NEEDS TO KNOW IF IT IS VIABLE FOR THEM TO UNDERWRITE BASED ON YOUR DEMOGRAPHICS!!!

#5 THE BENEFITS AT THE EVENT FOR YOUR COMPANY WILL BE: SIGNAGE, STAGE MENTIONS, PRINT ADS, PRIVATE MEET & GREET RECEPTION WITH STAR, PICTURE WITH THE STAR, "X" NUMBER OF YOUR EMPLOYEES GET FREE ENTRANCE, ETC. ETC.

#6 BENEFITS BEFORE EVENT INCLUDE: MENTION IN ALL PRINT ADS AND RADIO PROMOTION. TAX CREDIT LETTER FROM THE FOUNDATION AS WELL.

# SPONSORSHIP BROKERS

If this is your event's first year or you have time or employee constraints, please don't be afraid to use a sponsorship broker. You may get your funds sooner, learn from the broker and develop relationships with your first brokers.

It is very important, however, that your broker work on a COMMISSION basis. If they don't think they can get your underwriting, why pay someone who doesn't believe in your event and/or cause?

A broker who knows their stuff will confidently start working without a fee. An example of an agreement follows:

Broker to raise 110K  
Your "Nut" is 100K  
Broker keeps 10K

WIN/WIN!

You DO need to have a sponsorship proposal ready for the broker.

Brief example of a proposal:

50K Major Sponsor

Print ads, product sampling, 100% stage backdrop signage, stage mention, publicity mentions, program signage, private meet & greet with celebrity, tax deduction.

35K Sponsor

print ads, product sampling, stage skirt signage, publicity mentions, program signage, tax deduction.

25K Supporting Sponsor

Print ads, stage and publicity mentions, tax deduction

TOTAL: 110K



# NATIONAL CONTACTS

The following list is of national companies that actually have “X” number of dollars to give away to legitimate non-profits such as yours. The position has a high turn over rate, so StarLink Productions is not giving you a name to contact. But the phone numbers get you in to the right departments usually. If not, you will want to ask for the CORPORATE SPONSORSHIP contact. Start with a phone call, and be ready to send hard materials on your organization and event if they request it. Good Luck!

7 Up Bottling Company 214 360 7817  
Abbott Laboratories, Inc. 847 937 3931  
Adidas 201 580 0700  
Adolph Coors 303 279 6565  
Aetna Canada 416 864 8554  
Agree Shampoo/Conditioner 310 604 0777 x228  
Air Canada 514 422 5591  
Alberto Culver 708 450 3142  
American Greetings 216 252 7300 x1342  
American Isuzu Motors 310 699 0500 x2477  
Anheuser Busch Inc 314 577 2000  
AT&T 212 387 5400  
Chrysler Motors 313 956 5741  
Cigna 203 725 2000  
Circle Seal Controls 909 270 6200  
CitiBank 513 260 4086  
Citrus World 941 676 1411  
Coca-Cola 713 888 5000  
Coca-Cola USA Mideast 502 776 1651 or 404 676 2121  
Coca-Cola USA West 214 357 1781  
Colgate-Palmolive 212 310 2000  
Con Agra 402 595 4000  
Converse 508 664 0194  
Data General Corp 508 366 8911  
Dole Packaged Foods Co 818 874 4000  
Domino's Pizza 313 930 3300  
Dr Pepper 7UP Company 214 360 7000  
Dribeck Importers 203 622 1124  
Du Pont Company 302 774 1000  
Duracell 203 796 4380  
Eastman Kodak Corp 716 724 4757  
Ernest & Julio Gallo Winery 209 579 3111  
Exxon 713 656 8471

First Pennsylvania Bank 215 786 8420  
Folgers Coffee (Proctor & Gamble) 513 983 1100  
Ford Motor Co 313 322 3000  
Fruit of the Loom 270 781 6400  
Fuji Photo Film USA 914 789 8100  
G Helleman Brewing Co 608 785 4200  
G.D. Searle & Co 847 982 7000  
General Electric Company 203 382 2000  
General Foods USA 914 335 2500  
General Mills 612 540 3939  
General Motors 313 556 5000  
George A Hormel 507 437 5611  
Gillette Company 617 421 7000  
Goodyear Tire & Rubber Co 330 796 2121  
GTE Corp 203 965 2000  
GTE North 800 637 8789  
Hallmark Cards 816 274 5879  
Hard Rock Café 213 969 1000  
Hard Rock Café 212 489 6565  
Hard Rock Café 214 855 0007  
Hardee's Food Systems 919 977 2000  
Hasbro Bradley Company 401 431 8697  
Hewlett Packard 415 857 1501  
Hiram Walker Consolidated Intl 313 965 6611  
Household Financial Services 312 564 6009  
Hudepohl-Schoenling Brewing 513 357 5211  
IBM Canada LTD 905 316 9000  
IBM USA 914 965 1900  
International Dairy Queen 612 830 0363  
Jack Daniels Distillery 502 774 7434  
JVC Company of America 201 794 3900  
Kellogg Company 616 961 2000  
Kelly Services 805 682 4988  
Kentucky Fried Chicken 502 456 8481  
Kimberly-Clark 414 721 2000  
Kirin USA 310 829 2400 x210  
Kodak Canada 416 766 8233  
Konica USA 201 568 3100  
Korby Distilleries LTD 514 288 4181  
Labatt Importers 203 656 1876  
Lee Jeans 913 383 4000  
Lorillard 212 545 3000  
Miller Brewing Co. 414 931 2000  
Mobil 703 846 3000  
NorthWest Airlines 612 726 2331  
OshKosh B'Gosh 414 231 8800  
Pepsi Cola 770 612 1300  
Prudential Insurance Co. 201 802 6000  
Red Bull North America, Inc. 310 393 4647  
Royal Crown Cola 773 376 7000

Sears Roebuck & Co. 847 286 2500  
Soft Sheen Products 773 978 0700 x2064  
Southern Comfort 800 626 5399  
So. NE Telecommunications 203 771 4894  
SouthLand Corporation 214 828 7480  
State Farm Insurance 309 766 2311  
Subaru of America 609 488 8617  
Sunkist 203 329 0911  
Suzuki of America 714 996 7040  
Taco Bell 714 863 4500  
TDK Electronics 516 625 0100  
Thomas J. Lipton Co. 201 567 8000  
Toshiba America 201 628 8000 x3700  
True Value Hardware 773 695 5000  
U.S. Tobacco 203 661 1100  
Unisys 313 664 1200 x1208  
United Technologies 860 728 7000  
USA Today 703 276 3400  
Vienna Sausage Mfg. 312 278 7800  
Wal Mart Stores 501 273 4000  
Warner-Lambert 201 540 2000  
Westwood One Radio Networks 212 641 2075  
Wm. Wrigley Jr. 312 644 2121  
Xerox 203 968 4485