

SPONSORSHIP METHODOLOGY:

Businesses and brands are looking for vehicles that “fit” with their brand. They receive a series of approaches and that approach always comes down to dollars. The prospect needs to feel any approach takes into consideration their needs and requirements. To achieve this there needs to be a brand matching approach conducted.

Step One: Asset Evaluation

- Who are the consumers and what defines them in a marketing sense?
- What is the perception of the product within the marketplace?
- How does it compare against competitors within the sporting landscape?
- Who are the key markets/audiences for the brand?
 - An overall evaluation to get a business understanding of the products strengths, weaknesses and opportunities.
 - Look at specifics such as the relationship the users has with the product

Step Two: Asset Valuation

- What is the strength of the relationship fans have with the property?
- Existing demographics and prospective growth curves
- What advantages does it have in terms of exclusivity etc?
- What is it worth and what can “the organisation” get for this product

Step Three: Brand Matching

- Identify a “fit” with a brand that fits into the product asset evaluation
- Identify a weakness or business issue with a brand that “the organisation” property can provide a solution
- Identify a weakness in “the organisation” product that can be matched to a strength of a sponsor to grow both companies

Step Four: Prove the match

- Prove the values of the sports property match with the values of a brand and/or “Add value to the brand”
- Provide a comprehensive leveraging plan to the Brand that both sides agree to
- Answer the outcomes from a business perspective
- Highlight key touch points for sponsors

Step Five: Sell

- Achieve an outcome that provides “the organisation” with ring fenced income and the sponsor business solutions.

Step Six: Implementation

- All contractually signed deliverables are delivered on-time to the specifications of the contract.

Step Six: Evaluate and substantiate