



# SPONSORSHIP GUIDELINES

## How to create a successful Sponsorship Proposition

Feature	Benefit to sponsor	Type of information to provide
<b>Passion point</b>	Passion points provide the sponsor with a <b>receptive environment</b> for stakeholder (customer, supplier, employee etc.) engagement	Define the broad area of interest that your fans are passionate about (e.g. football, music, Formula 1 etc.)
<b>Property/Brand</b>	The brand equity that the sponsor <b>borrow</b> s through its association with your property	<ul style="list-style-type: none"> <li>Who do we serve?</li> <li>What functional benefits do we offer?</li> <li>What emotional benefits do we offer?</li> <li>What makes us unique?</li> <li>What are our values?</li> <li>How have we performed?</li> </ul>
<b>Exposure</b>	Enables the sponsor to <b>establish its brand stature</b>	<ul style="list-style-type: none"> <li>Schedule of events</li> <li>What viewership and listenership does the property enjoy?</li> <li>What exposure opportunities are available to the sponsor?</li> <li>What media partnerships does the property have?</li> </ul>
<b>Stakeholder engagement</b>	Provides the opportunity for the sponsor <b>to build belief in and affinity for</b> its brand proposition	<b>Opportunities for the sponsor to:</b> <ul style="list-style-type: none"> <li>Produce engaging Brand Communication</li> <li>Create "money can't buy" experiences</li> <li>Run brand promotions</li> <li>Drive sales</li> <li>Offer hospitality</li> </ul>
<b>Client service</b>	The <b>ease of doing business</b> with the rights holder	Detail client service team and frequency of meetings
<b>Rights fees</b>	Enables the sponsor to <b>measure the return on its investment</b>	<ul style="list-style-type: none"> <li>Illustrate the structure of the commercial programme</li> <li>Detail fees payable for rights available</li> </ul>