

Sponsorship

THE DEFINITION

An investment in a cause, sport, community or government activities, the arts, individual or broadcast which yields a commercial return for the sponsor.

Source: The Sponsorship Seeker's Toolkit 2nd Ed, Anne-Marie Grey & Kim Skildum-Reid.

Sponsorship enables a company to form a partnership with a charity or cause to achieve a commercial return on their investment.

Depending on the specific marketing objectives of the brand or company, direct results from a sponsorship can include:

- Niche marketing opportunities
- Opportunities to directly connect with target markets
- New markets
- Unique experiences for customers or clients
- Increased customer loyalty

Direct benefits for the not-for-profit:

- Cost effective avenue to raise funds
- Commercial brand association
- Access to a larger marketing resource
- Access to in-kind support.

For a sponsorship to be successful the objectives on both parties must be met. There must be a commercial return on investment where both parties have ownership of the sponsorship program.

An integrated and leveraged sponsorship can engage staff, customers and clients, as well as build and grow the relationship between the sponsor and their target markets.

What you may or may not know about sponsorship:

- A sponsorship is a commercial arrangement and therefore is subject to taxation laws. For example the Goods and Services Tax.
- A sponsorship should not be mistaken as a cause-related marketing campaign.
- A sponsorship is NOT a donation.

Developing a sponsorship for your business and/or brand:

The Leukaemia Foundation's National Business Relationship Team is a professional group, experienced in the development of commercial partnerships.

The first step when a business expresses interest in partnering with the Foundation is to arrange a time to meet and discuss your business objectives and strategic goals.

National Business Relations Team email contact – business@leukaemia.org.au