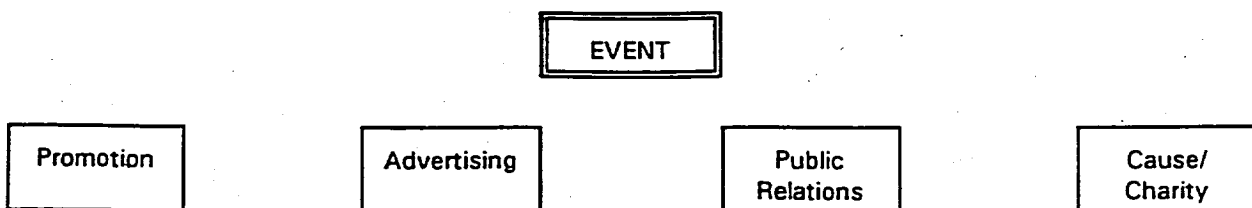


MARKETING EXTENSIONS

Program extensions themed around the sponsored event with the same communications message will increase audience interest and reinforce this image (i.e., hosting a reception pre-event to launch it).

Corporations can utilise sponsorship as a thrust for its marketing activity. A truly integrated event marketing program uses the event as the emotional focus and then extends this emotion through its traditional marketing mix.



The responsibility lies with the corporation to leverage their sponsorship through these marketing extensions. It is to your advantage to work together to assist your sponsor in the development of such program extensions to:

- illustrate your commitment;
- strengthen your relationship;
- invest in the future of your sponsor relationship and/or your event/program, i.e., the more your sponsor does to heighten awareness of the program, the more value this brings to other existing and/or new sponsors (provided that they are not in direct competition).

Although the bulk of responsibility lies with the corporation, there are some tactics available to you to add value to your sponsorship package.

Donations program. Tying a donations program into the event will create goodwill (i.e., 10¢ off every ticket purchase will be donated to a related cause/charity; donating uniforms, instruments, etc.).

Public Relations Program. This will serve to leverage sponsorship in a positive way and further promote the event to the public. It should also be used to further leverage a donations program or any marketing extensions.

Advertising. There are many tactics that can be used to advertise the event the cost of which may be carried by the corporate sponsor and/or the event organiser. Often, if advertising is donated to an event that is just getting off the ground, the