

Tactics for Image Objectives

The following tactics are typically coordinated by the corporation, however, it would improve the ability to sell the sponsorship package if you could illustrate how they might apply.

The event. The most important image tactic is to ensure that the product/corporation has a logical fit with the event (IBM - scholarships/research programs; Gucci - polo, yachting; Reebok - basketball, tennis, running). To determine if a corporation has a logical fit with the event, you must consider the target audience first and foremost (Campbell Soup Co. sponsored the development of grassroots figure skating in Canada because this was an excellent vehicle to reach young girls and mothers - their target audience).