

10.4.3 BRITISH COUNCIL INTERVIEW SUMMARY (May 16-17, 1990)

Key Points

Re: Strategy for marketing the "Investing For Influence" brochure

- no strategy development until this year as staffing too low when initially developed.
- Prior to 1990, brochure was distributed via "word of mouth" and by request.
- 1990 Strategy: 1) target *blue chip companies* in Britain who have an *identified interest* in country in which the activity may stop on tour, i.e., the company has an office already established in the country;
 - 2) target companies already well established in sponsorship, i.e., Xerox, Shell, British Petroleum;
 - 3) target other companies who may have a future interest in expanding into other countries and present them with outline of successes to date, e.g., the Merchant Bank or American companies (which want to expand into Eastern Europe).

Re: Trends in Sponsorship

- Witnessing a change in the way corporations spend their money.
- Shift is from large investment by a company of one event to smaller, more frequent investments by the same company.
- Rationale is that in a time of recession this is a low risk yet effective business building investment.

Re: Strategy for Approaching Sponsors

- Key to success has been matching the activity with the appropriate sponsor; this *demands* extensive research into the current business objectives/image of the prospective sponsor.
- Use this research as the basis for forming a purposed sponsorship arrangement to meet their business needs, i.e., put on the corporate hat and ask the question "What is in it for me?"
- Present this arrangement in person or outline in a letter to decision-making individual.
- Be creative in both how you partner the activity to the sponsor and in how you determine who the key "decision-maker" is; *brainstorm*, use all resources available to you.