3.2 WHAT ARE CORPORATE OBJECTIVES FOR SPONSORSHIP

EXCLUSIVITY/CATEGORY EXCLUSIVITY

> Where only one company in a specific industry is permitted to participate in the sponsorship.

This allows for a unique point of difference for that company relative to their competition. This is especially important in the cluttered retail and packaged goods environments, where traditional advertising mediums do not effectively reach the defined audiences. The exclusivity clause is an important selling feature of any sponsorship activity.

Tactics for Exclusivity Objectives

Proposal outline. In the outline of your presentation make sure you state that each sponsor will have category exclusivity. This should be further explained to indicate what categories of sponsorship are being pursued (auto, jewellery, petroleum, airline, shoe manufacturer, etc.). It is acceptable to pursue more than one company within the industry providing that you allow that company which you have approached first, first right of refusal. Upon rejection of Company #1, you can open the offer to Company #2. Obviously, Company #1 has been researched as having the best fit with your product and the most likely to accept.

Slogan. An added feature that may be appealing to a corporation is to phrase their association in such a way that it is clear they are the only sponsor in that category. Typical usages are "Timex, the official watch of ___", i.e., "(corporation), the official (product) of (event)".

Event brochures, radio or print media. When listing your sponsors on your event brochure or in your newspaper, print, radio media you should consider how you can make your sponsors feel that they are receiving special mention. Make sure that wherever space permits, you include any slogans that may have been developed. If your key sponsor has not approached you with this, you may wish to proact and ask if they would like to be recognised in that way. Most corporations will have an internal policy on how, when and where the company name can be used so you should not assume this will be appropriate.