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**WHAT IS THE DIFFERENCE BETWEEN
SPONSORSHIP AND EVENT MARKETING?**

Event marketing is a sophisticated, integrated process used to leverage a corporation's financial investment of a sponsorship. It requires an *additional* investment over and above the sponsorship cost.

Sponsorship is only one element of event marketing. Sponsorship alone provides no real value in terms of business building objectives unless it is leveraged across other elements of the communications mix (advertising, public relations, hosting, promotion, etc.)