

## **EMPLOYEE MOTIVATION**

The use of sponsorship to motivate employees through incentives/reward programs, personal satisfaction and/or increased awareness/commitment.

### **Tactics for Employee Motivation Objectives**

*Incentive Programs.* Reward employees with VIP tickets to the event, hospitality at the event, "once-in-a-lifetime" experience such as meeting a celebrity performer, chance to participate in the event and/or chance to win prizes themed around the event.

*Hosting.* Hosting employees before, during and/or after the event including tickets, chance to meet a celebrity, and so on will create excitement.

*Special Activities Around the Event.* Creating excitement and awareness of the sponsorship, particularly if it is one which has a huge emotion attached to it like the Terry Fox Run or the unveiling of a long overdue exhibit. Items that have personal meaning to the employees will create a sense of pride and accomplishment if the employees are part of the sponsorship activities (volunteers hosted, etc.).

*Sales Meeting/Convention.* Theming an annual activity around an event can create new excitement and awareness. Corporations can leverage this new interest to talk about a new procedure, product or service launch.