

5.3 EXECUTING THE SPONSORSHIP

STEP #9 - EXECUTING THE SPONSORSHIP

Getting your sponsors on board is only part of the job. The key to developing and maintaining long term sponsor relationships and commitment rests a great deal on how well you can execute the sponsorship.

Once an initial agreement has been reached you and your team should focus on *executing* which includes not only the specific event execution but completing the sponsorship arrangement as well, including the following:

- Contractual Negotiations
 - Confirm in a detailed document to your sponsors) the specific details of the agreement noting *everything* that they receive for the cost of sponsorship such as:
 - signage (detail size, number)
 - tickets (number, location)
 - athlete appearance (date, time, duration)
 - right to run a promotion using event logo/name
 - first right of refusal in their category the following year
 - corporate logo identification in event brochure, etc.
 - Reference Section 9 for a sample sponsorship agreement.
 - Use resources available to you for evaluating the final dollar value of your package. You may find that in Year I of obtaining sponsor sheet you may not obtain as high a return as you feel is warranted however you should be able to recoup this in subsequent years as the event reputation grows.
- Specific Program Design and Creation/Integration With the Communications Mix
 - Work with your sponsor(s) to develop a program/sponsorship agreement that maximises their satisfaction.
 - Expect to be called upon frequently to provide specific event details as the corporate representatives plan their marketing activities around the sponsorship.