

UNIQUE EXPERIENCE

Sponsorships are perceived as offering a chance to participate in a unique experience to the corporation, its employees, customers and consumers. If the rights are negotiated properly, the company can secure a long term relation with the event and be the only company in its field to benefit from such an activity. "Unique experiences" can be memorable, allow a corporation to be associated with a high profile activity and capture the emotional interest of the participants. It will set itself apart from its competitors in both the short and long term.

Tactics for Unique Experience Objectives

Title Sponsorship. A corporate sponsor negotiates title sponsorship of the activity meaning that the corporation will be associated with the title of the event any time it is mentioned, i.e., The *Petro Canada* Torch Relay, The *Molson* Indy, The *Royal Bank* Ontario Pops Orchestra Series.

Category Exclusivity. A corporation negotiates to be the only sponsor within its category, i.e., only one chocolate bar company would be allowed or only one petroleum or banking company and so on.

Less tangible tactics are based on the "once-in-a-lifetime" opportunity and are more emotionally driven, i.e., opportunity to play tennis with Jimmy Connors, opportunity to conduct a symphony orchestra, opportunity to throw the first pitch at a major league baseball game, opportunity to attend a dinner reception with Jane Goodall.