

3.1 WHY DO CORPORATIONS SPONSOR EVENTS?

To build their business.

As discussed in Section 1, in the 1960's and 1970's it was commonplace for corporations to sponsor events/activities for no other reason than perhaps the personal interest of the company president. Corporations also have traditionally made a straight donation to an event or activity and called this process "sponsorship" despite return on their investment being limited to tickets or company mention in the event brochure.

In the 1990's, corporations today sponsor events/activities when it makes good business sense. What makes good business sense will vary from corporation to corporation depending on:

- their current internal level of sponsorship sophistication; and
- their specific business needs relative to image, sales, etc.

What corporations look for.

The following outlines business objectives that, our experience indicates, corporations try to meet via sponsorship of an event. Corporations may focus on one or more of these objectives. This section should be used as reference when researching a particular corporation for potential sponsorship as recommended in Section 5.2 - Step 4.

Event organisers should consider which of the following objectives can be satisfied through a sponsorship of their event. The next step would be to approach those corporations who have been identified as having a need to fulfil that objective and then present the case for sponsorship of your event as the means to achieving X, Y or Z business objective.

Each objective is identified and tactics to achieve it are recommended. It is important to remember that these objectives are not bound by industry, company or country; rather, they are common to all. Their relative importance is dependent upon the corporations' specific business needs/opportunities within the marketplace in which they compete.