

"PARTNERSHIP" RELATIONSHIP

The "partnering" or linking of groups around a common sponsorship to further advance mutual business objectives.

Sponsorship involvement can create unique opportunities for the development of "strategic alliances" or partnerships that may not otherwise be formed so easily. The common bond, therefore, is the sponsorship, which ideally is meeting both corporate and/or corporate/public sector needs.



Tactics for "Partnership" Relationship Objectives

Defining the common link/need. The event organiser should consider what value can be derived from involving both government and corporations in the sponsoring of an event. This requires the careful consideration of their relative objectives and then the development of an opportunity to meet these needs.

Consider the following:

Image improvement/credibility can be enhanced by sponsoring a program that is endorsed by the government and/or an accredited association, i.e., Crest Toothpaste is endorsed by the Canadian Dental Association. This offers credibility to both the product and any event it is associated with. Corporations will feel an added sense of investment security in knowing the program is endorsed by an accredited, recognised body. Participation sponsor?

Address a current issue. Both government and corporations may have a need to be perceived as addressing a current public concern or issue, i.e., child safety, university funding. In many cases a program may be created by either the government or the corporation each sensing the other's support. For example, the Canadian Tire Child Safety Program is endorsed by the CACP (Canadian Association of Chiefs of Police).

In other cases, an event organiser may have the event which addresses the government or business need. For example, the Toronto Symphony Orchestra's