

Most importantly, assign a *Program Champion* to monitor ongoing progress, keep team members motivated and on schedule and to identify area of opportunity (new sponsors) or re-assign responsibilities as needed.

### The Corporate Players

It is also important to understand the key roles played by those agencies hired by your corporate sponsor to fulfil a certain objective (media buyer, PR agency, etc.). In many instances, your corporate contact may ask you to liaise with a contact within one of their agencies to follow-up on a particular request or to obtain their point of view on your sponsorship offer.

The following highlights their possible role relative to your sponsorship opportunity:

#### Advertising Company

- Creates advertising.
- Recommends mediums to utilise:  
TV, radio, outdoor, newspaper, program ads, magazines.

#### Sales Promotion Company

- Creates sales promotions.
- Oversees printing of materials.
- Decides with clients what type of sales promotion tactics (see sales objectives sections) would lead to most sales.

#### Event Marketing Company

- Works with the event organiser to ensure benefits of sponsorship.
- Provides "technical" event expertise to other areas.

#### Public Relations

- Oversees public and media relation campaigns.
- Develops the press conferences, ensures good media coverage, and creates a pre-event publicity tour.