

PACKAGING FLEXIBILITY

The ability for the corporation and event organiser to work together to shape the sponsorship package to best meet mutual needs.

Ideally, a corporation should spend time at the outset of the sponsorship negotiations "shaping" the terms of the contract (i.e., what will be offered and guaranteed to them - signage, soloists for a reception, media, title sponsorship and so on). It is important for the corporation to *invest this time up front* as it will facilitate both the development of a positive working relationship with the event organiser and it will allow for the inclusion of only those elements which will serve to further advance the specific business objectives.

Tactics for Packaging Flexibility Objectives

Proposal planning. This requires careful planning on the part of the event organiser to ensure that, when they are approaching a corporation with a sponsorship opportunity, the timing of the offer is consistent with the corporation's communication/marketing planning schedules. It is necessary to understand when a corporation puts their yearly plans "to bed". In some cases, a corporation may have all 1992-93 plans and budgets confirmed by the spring of 1991. Thus the event organiser must present the opportunity well in advance to allow for:

- careful consideration of the opportunity
- back and forth negotiations/discussion on the sponsorship package
- internal approval process at varying levels/departments within the corporation
- budget allocation.

All too often a sponsorship proposal is rejected on the sole basis of the decision time being "rushed" or the offer coming too late - not because the opportunity is inappropriate.

Refer to Section 3 - Step 1 *Workplan Development* for a suggested planning schedule.

As discussed in Section 1, corporations should spend a minimum of \$2-3 for every \$1 of sponsorship. This is a substantial investment for any corporation and thus being involved with the program from inception provides greater negotiation and returns from a corporate point of view.