

SALES

The leveraging of a sponsorship to achieve specific sales targets.

These sales targets can be achieved via a number of methods, each with specific tactics.

- **Trade Push** - This occurs when the sales force will want to push a brand/product because of an event incentive program (i.e., the sales force will get a bonus/prize such as tickets to an event or an opportunity to meet a celebrity if they sell x amount of product).
- **Consumer Pull** - This occurs when consumers will go to a certain store because of an advertising flyer which attracts them to that store. This flyer might talk about the opportunity for consumers to win a themed prize or tickets to an event if they buy a certain brand/product.
- **Display** - Most products sell better when they are on display at the end of an aisle. An event-themed promotion will create an exciting and attractive display in a store. This is one reason a corporation might sponsor an event, i.e., opportunity to obtain end-aisle displays which will sell more product.
- **Product Trial or Sampling** - Events provide a great opportunity to introduce a new product or create sampling opportunities for a new product.

Tactics for Sales Objectives

Contest/Sweepstakes. Events provide a theme around which contests or sweepstakes (consumer is made eligible, through purchase of product, to win a prize offered by the company) can be run in-store or in some other media form.

Couponing. Coupons themed around an event can be mailed to a targeted public, made available in-store or in magazines/newspapers.

Ticket Tie-Ins. Proofs of purchase (i.e., box top, Universal Product Code symbol, soda pop lid) can be used as tickets to the event or reduce the cost of the ticket to increase the sale of product and attendance at the event.

Special Events. Special events themed around the core event will also drive sales. For example, Toyota Tennis Series, if you test drove a car, you were eligible to participate in a tennis clinic from a professional tennis player.