

organiser will offer the sponsor free mention in the advertising. This will serve to increase the value of the sponsor package and reduce the sponsor risk (investment) - especially if it is a first-time activity.

**Television:** the event organiser may include this as an element of the sponsor package if TV advertising space has been secured or the corporation may secure it through their own media buying agency.

**Radio:** similar to TV; may include a promotional element (i.e., phone in and win event tickets).

**Newspaper:** Similar to TV and radio.

**Event Brochure/Posters:** this is typically produced by the event organiser with the sponsor logo(s) identified within.

**Banners:** the value of this awareness is noted for the sponsor(s) and included within the cost of their sponsorship fee.

#### Tactics for Marketing Extensions

##### *Promotions (consumer, sales and trade)*

**Tickets.** It is valuable to provide the sponsor(s) with a variety of tickets (VIP for senior executives, general admission for sales, trade and consumer promotions).

- The company can run an internal incentive program to motivate employees (sales and trade) to either sell or buy their product or they may provide tickets as a reward/show of appreciation in itself.
- Other tickets may be used for a consumer promotion such that for every x number of products purchased or by entering a ballot consumers have the opportunity to win free/reduced admission to the event.
- Depending on the level of sponsorship and anticipated sell-out factor, it would be satisfactory to offer a sub-sponsor a block of 4-10 VIP tickets and 10-20 general admission tickets. These amounts may increase at the sponsor's request but this would be a substantial first offer. A title sponsor would anticipate a greater number of tickets and this should be negotiated at the outset.

**Merchandising.** A cost effective yet very impactful tool to create awareness is to merchandise the event or activity. The simplest form is to design a contemporary logo and use it on all communication media (posters, banners, etc.) and to supply all on-site staff with uniforms bearing the event logo.

- Merchandise should have a *logical fit with the activity* and be stylish and contemporary, i.e., don't use neon in 1991 events as it is no longer the "trend"; consider softer shades or colours fitting to activity. Items might include t-shirts, sweatshirts, hats, small carry-on bags, coffee mugs and so on.