

OWNERSHIP/NICHE OWNERSHIP

Either the "real" or "perceived" image of owning a property.

Companies want the image of owning a property, or at least in the perception of its target audience. A natural association with a particular activity is ideal for business building, particularly when the sponsor's name is included in the event title (i.e., Sun Life Skate Canada, Royal Bank Gold Orchestra Series, Petro-Canada Olympic Torch Relay, Labatt's Blue Live).

"Niche" ownership may enable more than one real owner of the overall event, but from the perception of their target audience, they are most clearly associated with the property (i.e., Kodak and Coke were *both* official film/soft drink of the 1988 Olympics, however, each held "niche" ownership from the perception of their respective target audiences).

Tactics for Ownership/Niche Ownership

Title sponsorship. Offering title sponsorship in the sponsorship package is an effective tool for creating ownership. Corporations can then spend additional advertising dollars to promote this association and/or they should receive mention in all media communications put forth by the event organiser.

Category Exclusivity. Offering category exclusivity is an effective means to allow the corporation to create a perception of niche ownership. The corporation and/or event organiser will promote the corporation/product as being *the* official sponsor of X. When accompanied with title sponsorship this is a very effective means of creating total ownership of an event. The responsibility for leveraging the purchase of these sponsorship buys relies mainly on the corporation. However, it is in the best interest of the event organiser to add to this effect wherever possible by doing the following: 1) always refer to the event in its full title in both print and verbally; and 2) follow up on and correct any misrepresentations by other sponsors in their own communications regarding the event.