

## **FINANCIAL EFFICIENCY OF SPENDING**

**Maximising spending efficiencies of marketing/communication efforts.**

Sponsorship of an event/activity allows for the possibility of creating a synergistic marketing effort. If executed properly, the end result should be financial efficiency of spending.

### **Tactics for Financial Efficiency of Spending Objectives**

*Print Production.* Maintaining a single theme or logo across all marketing/communication efforts will significantly reduce creative and design costs as well as print production costs.

*Merchandising/Point of Purchase Materials.* Maintaining a single theme or logo will reduce costs of imprinting on merchandise, letterhead, packaging, posters, etc.

*Leveraging the Sponsorship With Media Partners.* The corporations can effectively use their rights as sponsors to secure media support at little or no cost. For example, a local radio station may want to become involved with an event but will not pay sponsorship fees. If a corporation approaches this station to generate event awareness by providing tickets and other give-aways, the radio station can create consumer excitement and awareness while creating a close association with the prestige of the event.

*Time/Manpower.* Maintaining a synergistic marketing program will facilitate the ease and simplicity of communication efforts internally to employees and reduce not only internal communication materials but the amount of physical time spent to explain individual programs and gain this approval.