

Welcome to

Sponsorship vs Community Investment

– What is best for my
organisation?



networkx
marketers meetings

sms*

Sponsorship Tips n Tools

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Introduction

- IofAM; ESAE; JSIC; BCSC; Eventia; ISAD; Honda Racing; MGPN; QAA; ZOOSSA (giant pandas); VECCI; UK Cabinet Office; European Parliament.
- Locally – Pyjama Foundation, Engineers Queensland, AMAQ, PBF, Master Plumbers

What is Sponsorship?

- Sponsorship is not fundraising.
- Sponsorship is about achieving your sponsors needs. They may not share your passion.
- It is all about the commercial outcome.

Perception



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The not-for-profit (NFP) sector is large and diverse, with around 600 000 organisations.

The ABS has identified 59 000 economically significant NFPs, contributing \$43 billion to Australia's GDP, and 8 per cent of employment.

4.6 million volunteers work with NFPs with a wage equivalent value of \$15 billion

Contribution of the Not-for-Profit Sector research report released on 11 February 2010 by the Australian Government Productivity Commission

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*How are you perceived by your
potential sponsors ??*

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*What perception does your sponsor
want you to promote? at your
event?*

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Know your Value

- 99% of all not-for-profit organisations in Australia and New Zealand undervalue their sponsorship offers.
- Eg: Red Bull drinks are looking to access the Australian market. What do you believe their marketing budget will be?
- \$240 million dollars

Identifying Prospects

- Where are they? Expand your horizons!
- You can find them advertising in trade magazines, newspapers, TV advertising, list of the top 100 corporates, sponsoring other similar organisations in your marketplace...

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Thank you

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