CONTENTS

Figures and tables xiii
Case studies and insights xv
About the authors xvii
Foreword xix
Preface xxxi
Acknowledgements xxvii

O1 Introduction to event sponsorship, fundraising, partnerships and relationship development 1

Learning objectives 1

Defining sponsorship 2

The growth of sponsorship 4

Sponsorship by sector 9

Case study 1: Grants for the arts - Arts Council England 13

Professional insight 1: Financing live music – interview with Andy

Macleod, founder and Director of Club Fandango 15

Structure of this book 20

Conclusion 21

Discussion questions and activities 22

Further reading 22

References 23

02 Event sponsorship at the centre of the integrated marketing communications mix 27

Learning objectives 27

Defining integrated marketing communications 27

Event sponsorship and experiential marketing 30

Sponsorship insight 1: Don't overlook the local connection... 35

Event sponsorship and authenticity 36

Research insight 1: Authenticity – perception is everything... 38

Sponsorship insight 2: What's in the goody bag? 40

Conclusion 41

Discussion questions and activities 42

Further reading 42

References 43

03 Delivering event sponsorship campaigns 47

Learning objectives 47

Stage 1: Consider the brand's personality 49

Stage 2: Developing an emotional connection between a brand and its target audience 50

Stage 3: Two-way interaction, exponential element and reach 51

Stage 4: Exponential element 51

Case study 2: Christian Aid and the Greenbelt Arts and Music Festival – making the ask 52

Professional insight 2: Interview with Nick Adams, founder of Sense London 55

Research insight 2: Brand experiences and the two roads to happiness 62

Conclusion 62

Discussion questions and activities 62

Further reading 63

References 64

04 Identifying and securing sponsors and funding opportunities 65

Learning objectives 65

Developing the correct 'fit' between sponsors and events 66

Aligning audiences with sponsors 68

Identifying sponsor motivations 71

Getting an event 'sponsor-ready': Layers of sponsorship 73

Applying sponsorship layers 74

Research insight 3: Be careful which portfolio you get into... 76

Identifying a sponsor or grant-maker 'universe' 76

Fragmentation of audiences and the rise of postmodern marketing 77

Consumption communities, brand communities and brand tribes – powerful, double-edged phenomena for sponsors 80

Research insight 4: Festivals – where does the money come from? 82

Conclusion 83

Discussion questions and activities 83

Further reading 84

References 85

O5 Prospecting for grant funding and sponsorship: Case studies from Scottish cycling events 89

Learning objectives 89

Introduction 89

Case study 3: Identifying sources of funding in Scotland 90

Professional insight 3: The Nocturne cycle event and the Rapha cycling brand – interview with James Pearce, Head of Commercial at the Face Partnership 93

Conclusion 103

Discussion questions and activities 104

Further reading 105

References 105

06 Preparing and delivering a sponsorship pitch 107

Learning objectives 107

Introduction 107

The sponsorship proposal 108

Types of proposals 111

The sponsorship development process 113

Conclusion 129

Discussion questions and activities 130

Further reading 131

References 131

07 Managing relationships with sponsors and funding bodies 135

Learning objectives 135

Introduction 135

Sponsorship agreements 136

Contracts 137

Checklist for preparing a sponsorship contract 140

Checklist for preparing a contract – Event Scotland 143

Managing the sponsorship relationship 144

Research insight 5: Sponsoring a festival – it's not just a contract, it's a networked relationship... 145

Ethical knowledge – the central event management competence 146

Sponsorship insight 3: Where did you get that T-shirt? 149

Research insight 6: Corporate social responsibility – moving beyond the checklist 150

Conclusion 152

Discussion questions and activities 152

Further reading 153

References 153

08 Legal issues in event sponsorship and fundraising 157

Learning objectives 157

Introduction 157

Professional insight 4: Managing relationships with sponsors – interview with James Tibbetts, Chief Operations Officer, Female Sports Group 159

Conclusion 168

Discussion questions and activities 168

Further reading 169

References 170

09 Evaluating sponsorship and grant-making relationships 171

Learning objectives 171

Introduction 171

Why sponsorship evaluation? 172

Measuring the return on sponsorship 175

Traditional types of measurements 178

Research insight 7: Media exposure and sponsorship awareness – a critique 180

Other metrics 183

Research insight 8: Online brand recommendations as a measure of the effect of sponsorship 185

Third party evaluation 186

Conclusion 186

Discussion questions and activities 186

Further reading 187

References 188

10 Where next for event sponsorship and fundraising? 191

Focus on translation opportunities through brand activation 193 Authenticity – the sponsors' Holy Grail? 194

Physical/virtual (dis)embodied – the role of social media and digital platforms 195

New sponsorship opportunities: E-sports – the final frontier? 197

It's not about personalities (is it?) 199

Fundraising insight 1: Keep on networking... 200

Ethics – is there a skeleton in the closet? 200

Creativity 201

Conclusion 203

References 204

11 Practical templates to kick-start your event sponsorship and fundraising 207

Developing a sponsorship campaign 207 Example of information required by a corporate sponsor 213 Example of information required by a grant funder 216

Afterword – building your career in sponsorship and fundraising 221

Organizations involved in sponsorship 221 Roles and responsibilities in sponsorship 222

Glossary 225 References 231 Further reading 247 Index 000

Online resources

To support teaching and learning on this module, the following downloadable material is available at [!KP URL TO BE ADDED!]:

- lecture slides;
- · seminar and activity sheets;
- sample lesson plans.