

## **Selecting Sponsorship Partners**

*Medium to large firms tend to have many sponsorship opportunities presented to them.*

*Keeping in mind that a sponsorship should be viewed a promotional tool (rather than simply a donation), please rank (in terms of value to the firm) the following sponsorship opportunities for a large supermarket chain.*

### **Opportunity A**

- A small charity is seeking a donation of just \$1,000
- In return, they will list the firm on their website as a sponsor

### **Opportunity B**

- A high school (of 1,000 students) is seeking a \$1,000 sponsorship for their school fete
- In return, they highlight your involvement in their school newsletter and encourage parents to use your stores
- In addition, you may put up corporate signage at the fete

### **Opportunity C**

- A large sports association (of around 50,000 junior players) is seeking a major sponsor to contribute \$50,000
- In return, they will give the firm naming rights
- In addition, you will be promoted on their results website, in their newsletters, and with regular signage at major games
- They will even give you access to their customer mailing lists (if required)

### **Opportunity D**

- A fairly well-known charity is looking for a joint promotional day
- Their proposal is that on a certain day, 50 cents from the sale of any of the supermarket's own brand (private label) products goes to the charity
- Their proposal states that the firm will benefit from:
  - The goodwill from supporting a good cause
  - Extra customers on the day
- Customers who trial their own brand products for the first time (and may become repeat customers)

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## **Student Discussion Questions**

1. On what basis (criteria) do you think that firms should assess a sponsorship proposal?
2. Using your own sponsorship assessment approach - which opportunity is the best one for the supermarket chain?
3. Which one appears to be the poorest opportunity?
4. How effective do you think sponsorships are as a promotional tool?
5. Why would firms use sponsorship, as those as opposed to more traditional forms of promotion, such as advertising?