

***“ Is your current sponsorship achieving its full potential, is it meeting the business needs, does it form an integral part of your marketing plan as a tool to support the generation of increased sales? ”***

Comuniq8 Limited can assist you by reviewing your current sponsorship portfolio to assess whether it is working to best meet the needs of the business and that the ROI is commensurate with the cost of the properties acquired. It can also look at the current activation activity of its assets and make suggestions as to how improvements can be achieved.

Sponsorship is the financial or in-kind support of an activity, used primarily to reach specified business goals. Sponsorship should not be confused with advertising. Advertising is considered a quantitative medium, whereas sponsorship is considered a qualitative medium which should promote the company in association with the property being sponsored

A large number of events these days use sponsorship support to offer more exciting programs and to help defray rising costs. Sponsorship allows companies to reach specifically targeted niche markets without any waste. In addition, it is a powerful complement to other marketing programs, in addition to having a dramatic influence on customer relations.

## Health Check Benefits

With the help of our expertise, we will be able to provide an objective overview of your sponsorship portfolio or to recommend areas / properties for further consideration / attention

## Prerequisites of Health Check

In order to provide a meaningful report within such a confined period of time (Two days), there are a number of things the customer will need to provide before the start of the engagement:

- Executive summary of business goals
- Current sponsorship activity and marketing plan
- Top three competitors
- Objectives of current sponsorship activity
- List of key stakeholders and contact details

## Health check overview

Sponsorship is a powerful marketing tool which brands can use to engage with a wide variety of audiences.

Comuniq8 Limited can provide high quality advice and practical assistance to review current sponsorship programmes across the following areas

- Sport
- Culture
- Entertainment
- Charity
- Community
- Youth
- Education
- The Arts
- The Environment

It offers the possibility of achieving several goals at once

- Enhancing image
- Shaping customer attitudes
- Driving sales
- Creating positive publicity
- Heightening visibility

## Outcome

Our review will provide the basis from which future strategies can be developed to allow you to

- Independent review of your sponsorship investments by an experienced consultant.
- Make your sponsorship activity a major contributor to your brand results, competitive positioning, and bottom line.
- Minimise your sponsorship budget without negatively impacting results.
- Allow the sponsorship portfolio to operate as efficiently as possible, with minimal waste of budget, time, effort, or skills.
- Negotiate, activate, manage, and measure strategies that are relevant and applicable across the portfolio.
- Improve the buy-in, understanding, and involvement of all departments that could be benefitting from your portfolio of investments.
- Develop a consistent approach to sponsorship across all departments / areas / regions.
- Where you have a young or inexperienced team who need guidance from an expert – a collaborative partner, improving their results and their value to your company.
- Where sponsorship is a critical part of your overall marketing strategy and you need ongoing, high-level, independent advice on a range of issues and projects – a sponsorship right-hand.

At the conclusion of the Health Check, a high-level report will be produced covering:

- Executive Summary
- List of source information
- List of assumptions and risks
- Overview of current sponsorship strategy &
- Comparison against industrial standards
- Best-in-Class sponsorship practices
- Areas for improvement
- Alternative methodologies
- Potential savings

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## At a Glance

- **Industry:** All Sectors
- **Application:** Sponsorship
- **Timeline:** Two Days
- **Results:** A high-level report comparing company with industry, identifying positives, improvement areas and potential savings.
- **Price:** £1,200 plus VAT, excluding expenses

## Comuniq8 will

- Look at the most pressing sponsorship challenges to your business
- Review packaging and sales strategies
- Determine whether the current assets are the right sponsorship opportunities,
- Look at how properties are integrated into the business
- Review measurement metrics & methods

## Cost

- A fixed cost of £1,200, excluding VAT and expenses.