

Developing Corporate Sponsorships – Indigenous Film Festival

Bowker COMM 390



Original art work by **Sonny Assu**,
Ligwilda'xw Kwakwaka'wakw artist

Read the sponsorship manual titled “Building Sponsorship Opportunities” then write a sponsorship proposal for *The Salish Sea Indigenous Film Festival*, a new initiative. The primary target markets are indigenous people from across North America and VIFF attendees.

Deliverables

1. Describe the target markets in some detail including research you can find about them that would be interesting to a sponsor.
2. Identify the characteristics of suitable title sponsors and make a short list of potential sponsors.
3. Write a 1-2 page letter offering a sponsorship opportunity to two potential sponsors. Each letter will be almost the same but will be personalized to reflect the different opportunity available to each company. You can assume that there has already been some contact with the proposed sponsor, either through an existing relationship or because you had a previous conversation and were invited to submit a proposal letter. (this is NOT due this week)

Show your proposed sponsor that this will be a good investment for them by explaining how:

- It offers good exposure to their target market, and
- It enhances their brand.

There are 9 tips in the Manual, be sure to address them all in some way. Be clear about what you offering and what you want in return. Show that you will be a good client who offers a good return on investment.

Due: class Monday, March 21

Background

- List of indigenous festivals: <http://www.imagenative.org/home/node/4208>
- BC First Nations are a potentially lucrative future market for many potential sponsors including the big banks.

Developing Corporate Sponsorships - Summary

Companies offer sponsorships in exchange for marketing opportunities. This is a business deal rather than a donation. Companies are looking for two things in particular from a sponsorship:

- 1) **Exposure for their brand, and**
- 2) **An opportunity to shape customer attitudes.**

1. **Determine a fit** - Research the company's community service mandate and their sponsorship history to determine if you are a good fit for their community and marketing goals.
2. **Make a personal connection** - Find the right person in the organization, usually this is someone in marketing, sponsorship or community relations.
3. **Be clear about what you are asking for** – Money, gift-in-kind (a.k.a. value-in-kind or VIK), marketing or a combination.
4. **Be clear about what your organization has to offer in return** - Focus most of your proposal on the benefits you offer to the corporation. Emphasize the marketing and customer relations benefits including brand exposure, brand association and target market.
5. **Provide target market information** – Provide as much information as you can about your target market including their characteristics and the number of people you reach.
6. **Tell your story** - Provide succinct information about your organization including mission, goals, budget and programs.
7. **Identify what the money will be used for** – Usually a specific program or event.
8. **Build your own community profile** – The greater your presence in the community the greater your sponsorship opportunity will be worth.
9. **BE A GREAT RECIPIENT** – Make one person the point of contact. Be very easy to deal with and always be professional.

More detail is available in the Manual.